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Fifth Annual Appliance Index

Electrical Merchandising

OCT 8 - 1931

McGraw-Hill Publishing Company, Inc.

OCTOBER, 1931

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FOR A CLEANER
WHITER WASH

LOVELL
PRESSURE CLEANSER

PRESSURE IS NEEDED TO
MAKE CLOTHES REALLY CLEAN

"THE BETTER THE WRINGER . THE WHITER THE WASH"



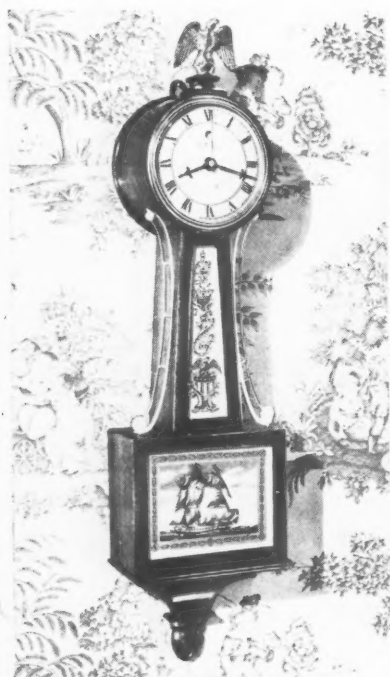


No. 711—TELALARM. Illuminated dial with rheostat control for bright or dim. Non-tarnishing metal case. Electric alarm. Retail price, \$9.95.

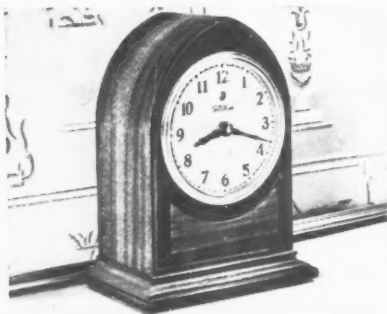


No. R-300—LOYAL. Mahogany case. Westminster chimes. Retail, \$29.75.
No. R-500—LOYAL. Same pattern. Hour and half-hour strike. Retail, \$22.75.

THESE SIX WAYS OF SAYING "MERRY CHRISTMAS" ARE PRICED TO MAKE SALES FOR YOU



No. 694—BELLFINCH. Mahogany. Glass panels. 20½" high. Retail price, \$19.75.



No. 327—SALISBURY. Mahogany case. 7¼" high. Retail price, \$9.75.

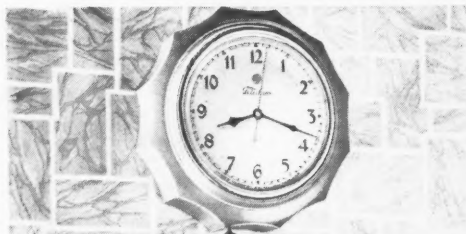
TELECHRON self-starting clocks will be even more popular—and profitable—this Christmas than ever before—particularly the six models illustrated here. All six will be featured in full-page color advertising during the next three months—with special emphasis on Telalarm and Loyal.

Because of the excellent service given by lighting companies, current interruptions are rare today. Telechron self-starting clocks give satisfactory service under all normal conditions. For remote localities where interruptions may possibly occur, there are various models of Telechron clocks which will run right through such interruptions. For full information, address Warren Telechron Company, 110 Main Street, Ashland, Mass.

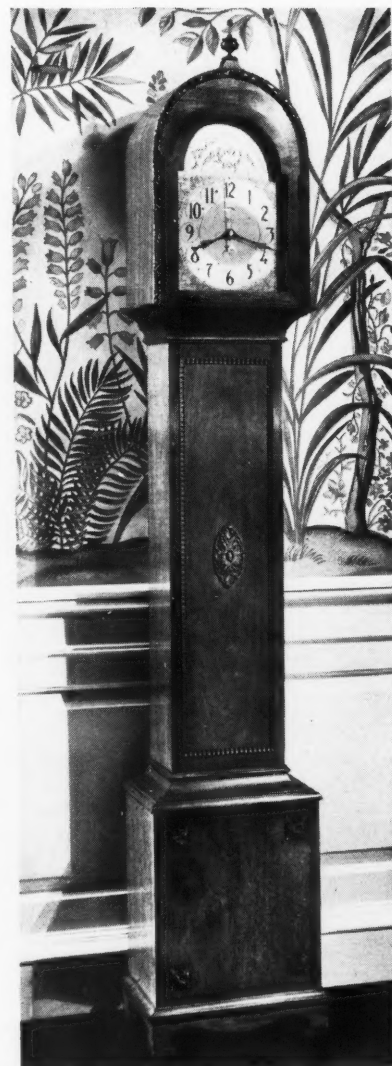
The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced from \$22.75 to \$650.

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.



No. 454—HOSTESS. Moulded case. Choice of seven colors. Retail price, \$9.75.



PLYMOUTH. Mahogany case. Louis XVI design. Westminster chimes. Retail price, \$110.

Electrical Merchandising

VOL. 46

No. 4

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—and

The 5th Annual Appliance Index

Beginning on
Page 51

RAY-O-VAC

Ends the Guesswork in Battery Values . . .



RAY-O-VAC GIVES YOU:

1 A line of radio "B" batteries in the fast-selling sizes—under one well-known name—enabling you to meet any competition.

2 Protection against competing retailers who may represent "second" lines and nondescript brands as being regular top-quality batteries.

3 Complete customer-confidence in your merchandise.

4 Quick and obvious comparison of battery values.

5 Opportunity to step up the "price" buyer's purchase to a better class, where the margin of profit—as well as the unit sale—is higher.

6 Simplification of ordering and stocking, and concentration of your selling efforts.



*Establishes Known Standards
and Profits with
Ray-O-Vac Classified Batteries*



THE radio battery business has been taken out of the nondescript brand class and put on a new, sound standard of values that lifts up sales and makes your battery business really profitable.

This has been made possible by the French Battery Company, who now offer the popular sizes of radio "B" batteries in three classes—Class A, Class B and Class C—each under the well known Ray-O-Vac name, and each with the class prominently identified on the label.

CLASS A—the finest radio battery that can be built at any price. The longer life and better service are proved not only by tests conducted in accordance with U. S. Government standards, but by records of users as well. Gives most service hours per dollar of cost.

CLASS B—while not as fine as the Ray-O-Vac Class A, the Class B battery is inherently superior, both in life and current delivery, to a majority of the brands of either first or second grade now on the market.

CLASS C—a well-made battery, built to sell against any competition. Will satisfy the wide market of radio owners with whom price is the all-important feature.

With these three classes of batteries, each a real value in its class, you can not only meet any and all competition, but you can generally sell a "Class A" battery to a "Class B" prospect, and a "Class B" battery to the customer who is shopping for price. You not only profit by the larger unit sale, but the bigger margins on the better-class items make a little extra selling effort very much worth while.

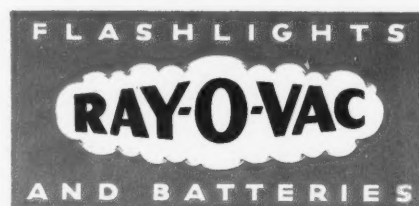
In every sale, your customer knows he is getting full value for his battery dollar. The French Battery Company cannot afford to put the name Ray-O-Vac on any product that does not pay dividends on the investment.

Ray-O-Vac eliminates the competition that is selling a second-grade battery as a first-grade product, or representing a nondescript brand to be "the same battery" as a nationally known product.

Ray-O-Vac allows you to concentrate on a single, known brand, cut down your inventory and get real volume and profit on your radio battery business. Get full details of the Ray-O-Vac Classified Battery Plan from your jobber salesman—now.

FRENCH BATTERY COMPANY
Madison, Wisconsin

General Sales Offices: 20 North Wacker Dr., Chicago



OCTOBER, 1931

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

When CUSTOMERS *Walk Out*

LAST week in a large eastern city, John Smith put on his hat and started out to buy an automatic electric toaster. He had to make an anniversary present and he thought a new, modern, up-to-date shiny and expensive automatic toaster would be the thing. His wife had told him that for some reason or other she didn't like the XYZ (a well known make) but as Smith is an advertising man and reads *Electrical Merchandising* he knew there were a half dozen other good ones to choose from.

So here is the picture: A customer with money in his pocket and his mind made up tries to buy a toaster—not a cheap toaster, but a high-grade, good-profit, high-priced automatic. It sounds easy and pleasant for the dealer. Did John buy it? He did not.

He bought something else, finally. He visited twenty-one stores and couldn't find what he wanted. He found XYZ toasters in some of them, but of other makes none. One dealer had the toaster he was looking for, but it was broken and the dealer cheerfully suggested that John try a department store.

* * *

THE saddest part of this story is that it is true, reported with a good deal of indignation, to the writer by the Man Who Tried to Buy a Toaster and Couldn't.

The merchants John called on are too smart to carry a big inventory in times like these. When people start buying, they say, it will be time enough for us to do likewise. If this is their business policy, maybe they know the answer to this one: If it is unwise to carry much inventory when business is not good, just how wise is it to turn away business and customers because of no stock and no assortment?

* * *

THERE is bound to be increased buying during the next three months. The best season of the year for many electrical items, including heating appliances of all kinds, is just ahead of us. Merchandise stocks are now at levels too low to provide the selection that the shopper is seeking. Such stocks must be filled in. Where stocks are unbalanced with too many slow-moving items, they should be cleared drastically and filled with fast-selling goods.

It is true that overstocks should be avoided because overstocks result in tied-up capital and reduced margins; but understocks, inadequate stocks, result in lost sales, lost profits, lost customers and lost prestige. All of which total up finally into a lost business.

L. E. Moffatt
EDITOR.

Gerard Swope



P *roposes*

IN THE situation that confronts us at the present, the most disturbing aspect is that men who are able to work, who are competent workers, who above all things desire to work, cannot find work to do. That this condition has ever been present in such periods detracts nothing from its wrongness. That industry must evolve and make effective those measures which will first ameliorate and ultimately eliminate it, must be the reaction of everyone who gives thought to what is taking place. I say that industry must do this thing, because it will surely be done.

Benefits earned by a worker in one employment are wholly or in large measure lost by forced changes; or the right of choice of employment, which should be inalienable, is hampered. From the operation of individual life insurance and pension systems, however well conceived, has arisen the complaint of the "forty-year dead line," which, it is claimed, has seriously affected the ability of men exceeding that age to find new employment. Wide application is essential if benefits gained in one location are to follow the worker as necessity may indicate change of location, and this is a vital factor of any plan which will meet the need. If there were provided in the United States a system of benefits accruing through the life of the worker and following him where he might go, from shop to shop within a particular industry, or from branch to branch within industry as a whole, such provision would enlist, not merely interest on the part of the worker, but enthusiastic support.

Industry exists basically for serving the needs of the people, and therefore production and consumption must be coördinated. Consumption is by the mass of the population, not the few, and the great mass of the population is made up of wage earners and their dependents. That they may be able to buy and satisfy their needs, they must have not only adequate incomes, but must be sufficiently assured of the future to feel that they are safe in spending their money. The psychology of fear must be removed, and this cannot be done unless they have reasonable expectation of protection for their families in case of the breadwinner's death, protection for their old age, and protection against unemployment. By "protection" I do not mean a protection that is given to them, but protection that they themselves help to provide.

Shall we wait for society to act through its legislatures, or shall industry recognize its obligation to its employees

and to the public and undertake the task? Coördination of production is impossible under our present laws, and it is vain to think of their amendment or repeal unless the public is assured of the constructive nature of the steps industry will take, and that the interests of the public will be adequately safeguarded.

The general principles underlying what I am going to say are as follows:

1. Every effort should be made to stabilize industry and thereby stabilize employment to give to the worker regularity and continuity of employment, and when this is impracticable, Unemployment Insurance should be provided.

2. Organized industry should take the lead, recognizing its responsibilities to its employees, to the public, and to stockholders—rather than that democratic society should act through its government. If the various States act, industry will be confronted with different solutions, lacking uniformity and imposing varying burdens, making competition on a national scale difficult. If either the individual States or the Federal Government act, the power of taxation has no economic restraints.

3. There should be standardized forms of reports so that stockholders may be properly informed. As a result of the steady increase in number and size of corporations and number of shareholders, there has been much discussion of the uniformity, frequency, and regularity of reports of corporate activities, and considerable criticism of the form of these reports; some too conservative, some not sufficiently complete; while others are considered to be fair and complete, but even so there is a lack of uniformity among the different companies.

4. Production and consumption should be coördinated on a broader and more intelligent basis thus tending to regularize employment and thereby removing fear from the minds of the workers as to continuity of employment; as to their surviving dependents in case of death; and as to old age. This should be done preferably by the joint participation and joint administration of management and employees. These things cannot be done by an individual unit—organized industry must do them.

5. If organized industry is to undertake this

AT a meeting of the Electrical Manufacturers Association, September 16, Gerard Swope, president, General Electric Company, proposed a plan of far reaching significance to assist industry in curing some of the evils of unemployment and over-production. Imaginative, daring and sweepingly comprehensive, the plan has been widely acclaimed by industrial leaders. Owen D. Young, commenting on the plan, said: "There are three courses open to us: First to do nothing. In that case, we should abandon the cry for economic planning. We should accept the advantages and disadvantages of the present system—and it has both. It is a system of intensified individualism which, necessarily brings great peaks of prosperity

and valleys of depression. Second—to place upon industry itself the responsibility for the formulation and execution of a definite plan. This would pass the cost of protective insurances for employees to the public in the cost of the product in so far as it was not absorbed by better management. It would inevitably place on industry a high penalty for unbalanced economic conditions. Not only would capital in idleness have to be carried, but labor as well. Third—to acquiesce in the government providing the means for employee protection through the power of taxation. This carries only a political and not an economic check on such expenditures. What is the answer? Which shall it be?"

A PLAN *to Stabilize Industry*

work, every effort should be made to preserve the benefits of individual originality, initiative, and enterprise, and to see that the public is assured that its interests will be protected, and this can be done most effectively by working through the agency of the Federal Government.

An outline of the more important features follows:

1. All industrial and commercial companies (including subsidiaries) with 50 or more employees, and doing an interstate business, may form a trade association which shall be under the supervision of a federal body referred to later.

2. These trade associations may outline trade practices, business ethics, methods of standard accounting and cost practice, standard forms of balance sheet and earnings statement, etc., and may collect and distribute information on volume of business transacted, inventories of merchandise on hand, simplification and standardization of products, stabilization of prices, and all matters which may arise from time to time relating to the growth and development of industry and commerce in order to promote stabilization of employment and give the best service to the public.

3. The public interest shall be protected by the supervision of companies and trade associations by the Federal Trade Commission or by a bureau of the Department of Commerce or by some federal supervisory body specially constituted.

4. All companies within the scope of this plan shall be required to adopt standard accounting and cost systems and standardized forms of balance sheet and earnings statement. These systems and forms may differ for the different industries, but will follow a uniform plan for each industry as adopted by the trade association and approved by the federal supervisory body.

5. All companies with participants or stockholders numbering 25 or more, and living in more than one state, shall send to its participants or stockholders and to the supervisory body at least once each quarter a statement of their business and earnings in the prescribed form. At least once each year they shall send to the participants or stockholders and to the supervisory body a complete balance sheet and earnings statement in the pre-

scribed form. In this way the owners will be kept informed of the conditions of the business.

6. For the protection of employees, the following plans shall be adopted by all of these companies:

(A) *A WORKMEN'S COMPENSATION ACT.* which is part of the legislation necessary under this plan, shall, after careful study, be modeled after the best features of the laws which have been enacted by the several states.

(B) *LIFE AND DISABILITY INSURANCE.* All employees of companies included in this plan may, after two years of service with such companies, and shall, before the expiration of five years of service, be covered by life and disability insurance.

I The form of policy shall be determined by the association of which the Company is a member and approved by the federal supervisory body. The policy will belong to the employee and may be retained by him and kept in full force when he changes his employment or otherwise discontinues particular service as outlined later.

II The face value of a policy shall be for an amount approximately equal to one year's pay, but not more than \$5000, with the exception that the employee may, if he desires, increase at his own cost the amount of insurance carried, subject to the approval of the Board of Administrators, later defined.

III The cost of this life and disability insurance shall be paid one-half by the employee and one-half by the company for which he works, with the following exception: The company's cost shall be determined on the basis of premiums at actual age of employees less than 35 years old and on the basis of 35 years of age for all employees 35 or over and shall be a face value of approximately one-half a year's pay but limited to a maximum premium for \$2,500 of insurance. An employee taking out insurance at age 35 or over will pay the excess premium over the amount based upon age 35. This will remove the necessity for restriction against engaging employees or transferring them from one company to another because of advanced age, as it will place no undue burden of high premiums upon the company.

IV Provision for the continuation of a policy after an employee leaves one company and goes to another in the same association, or goes to a company in another trade association; continuance of the policy after retirement on pension; provisions with regard to beneficiaries; total or partial disability; method of payment of premiums by payroll deductions or otherwise, weekly, monthly or annually, shall be embodied in the plan formulated by the trade association, with the approval of the federal supervisory body.

V If an employee leaves a company to go with one which is not a member of the trade association; if he engages in business for himself; or if he withdraws from industrial or commercial occupation, he may elect to retain the portion of the policy for which he has paid, in whole or in part, by the continued payment of the proportional full premium costs, or he may receive a paid up policy, or be paid the cash surrender value for the part for which he has been paying the premiums. The cash surrender value of that portion of the policy paid for by the company will be paid to the company which paid the premiums.

(C) **PENSIONS.** All employees of companies included in this plan shall be covered by old age pension plans which will be adopted by the trade associations and approved by the federal supervisory body. The principal provisions follow:

I All employees may, after two years of service with a company coming within the scope of this plan, and shall, before the expiration of five years of service, be covered by the old age pension plan.

II All employees after two years' service may, and after five years' service shall be required to, put aside a minimum of one per cent of earnings, but not more than \$50 per year, for the pension fund. The employee may, if he desires, put aside a larger amount, subject to the approval of the Board of Administrators.

III The Company shall be required to put aside an amount equal to the minimum stated above, namely one per cent of earnings of employees, but not more than \$50 per year per employee.

IV The above minimum percentage shall be the same for all employees who are less than 35 years of age when payments begin and the minimum percentage for these employees shall remain the same thereafter. The percentage to be set aside by employees coming into the pension plan at 35 years of age or over shall be so determined that it will provide a retiring allowance at age 70 the same as though they had begun one per cent payments at the age of 35. These provisions enable employees to go from one company to another in the same association or to different associations at any age with provision for retiring allowance which will be not less than the minimum rate of an employee who entered the pension plan at age 35.

V The amounts set aside by the employee and the company with interest compounded semi-annually at five per cent until retirement at age 70, for a typical average employee, would provide an annuity of approximately one-half pay.

VI The administration of the pension plan for each company shall be under the direction of a Board of Administrators, consisting of representatives, one-half appointed by the management and one-half elected by the employee members. The powers and duties of the Board for each company will be to formulate general rules relating to eligibility of employees, conditions of retirement, etc.

VII The amounts collected from the employees and the companies shall be placed with a pension trust organized by the association, the management of which shall be under the direction of the General Board of Administration referred to hereafter.

VIII The Pension trust shall invest all funds and place them to the credit of the individual employees, including the income earned by the trust. If an employee goes from one company to another in the same association, the funds accumulated to his credit shall be continued to his credit with proper record of transfer. If an employee goes to a company in another association, the funds accumulated to his credit shall be transferred to his credit in the pension trust of the association to which he goes. If an employee goes to a company which does not come under these provisions or which is not a member of a trade association; goes into business for himself; or withdraws from an industrial or commercial occupation, the amount of his payments plus the interest at the average rate earned by the funds shall be given to him. If an employee dies before reaching retirement age, his beneficiary will receive the amount of his payments plus interest at the average rate earned by the funds. When an employee reaches retirement age, the entire amount accumulated to his credit, including his own payments and those of the company, plus accumulated interest, will be given to him in the form of an annuity. If an employee goes to a company which does not come under these provisions or which is not a member of a trade association; goes into business for himself; or withdraws from industrial or commercial occupation, he may elect to let the amount to his credit (namely, his own payments plus those of the company and the accumulated interest) remain with the pension trust for transfer, if he should return to the employ of any company coming within the provisions of this plan. If he does not return to the employ of a company coming under these provisions, he may at any time thereafter withdraw the amount of his own payments plus interest at the average rate earned by the funds up to that time. Company contributions and accumulated interest credited to employees who die, or for reasons indicated above, receive or withdraw their own contributions and interest, shall be returned to the employer or employers who made the contributions.

(D) **UNEMPLOYMENT INSURANCE.** All employees on piece work, hourly work, daily, weekly, or monthly work, with normal pay of \$5,000 per year or less (approximately \$96.15 per week) shall be covered by unemployment insurance.

I All such employees may, after two years of service with a company coming within the provisions of this plan, and shall, after five years of service, be each required to put aside a minimum of one per cent of earnings, but not more than \$50 per year for an unemployment insurance fund.

II The company shall be required to put aside an amount equal to that put aside by the employees, as set forth above, namely one per cent of the earnings of each employee, but not more than \$50 per year for each such employee.

III If a company regularizes and guarantees employment for at least 50 per cent of the normal wage paid each year to such employees, the company assessment for employees covered by such guarantee need not be made, but the employees will pay in a minimum of one per cent of earnings, but not more than \$50

(please turn to page 46)

Domestic science classes teach young women the country over how to use appliances—Betsy Moss and Judith Weiler, Chicago, co-operating with Gail Hill, Hollywood.

The good old reliable flat iron is carried around almost as much as books.



Appliances go to School

There's a lot of playtime around a dormitory—and coffee is usually served.

TO MOST grown-ups, "Betty in Boarding School" sounds like a book. But in real life the country's 2,448 private institutions are really a gigantic housekeeping business, using equipment valued at \$45,111,000.

And, on a silver platter, they are handling the electric appliance industry a job of sampling that would cost thousands to duplicate. As the boys and girls from well-to-do homes are assigned to their dormitories, they are discovering that appliances form part of the scheme of living.

In a check at Starrett School for Girls, Chicago, it was found that the electric waffle iron was considered the favorite playtime implement, with the corn popper a close second. Of course the good old reliable flatiron was voted most useful. In the leisure of dormitory life coffee is made on electric percolators, and sandwiches turned out on a toaster. Domestic science classes drill students on the use of appliances, and the sewing class employs electric machines.

So thoroughly does this standard of usage become part of the life of the student that he or she carries them into home use, on returning to parents or marrying. One Starrett graduate found that 65 per cent of her wedding gifts were electrical.

(please turn to page 42)



I N T I M A T E G L I M P S E S I N T O A N



THE good heating devices that you sell very likely have heating-elements made of CHROMEL. The good service given by those devices is a tribute to their sound design and to the durability of Chromel—which is, of course, the heart of the device.

Chromel-A is made of 80% nickel and 20% chromium, and is the most durable of all these alloys. After being melted in electric furnaces, in the form of ingots it is then “knocked-down” in the rolling mill shown here. This is the first step in the reduction process through which

T H E W I R E T H A T M A D E

I M P O R T A N T

I N D U S T R Y

:

:

No. 5 of a Series



Chromel is finally made into wire and ribbon for your heating elements.

Whenever you think of heating devices, remember that they were made possible by the discovery in 1906 of CHROMEL, the wire that made electric heat possible. For technical data, ask for Catalog 10H.

Hoskins Chromel

4447 LAWTON AVE. HOSKINS MANUFACTURING COMPANY DETROIT, MICH.
IN CANADA: WALKER METAL PRODUCTS, WALKERVILLE, ONT.

E L E C T R I C H E A T P O S S I B L E

Appliances go to *School*

(continued from page 39)

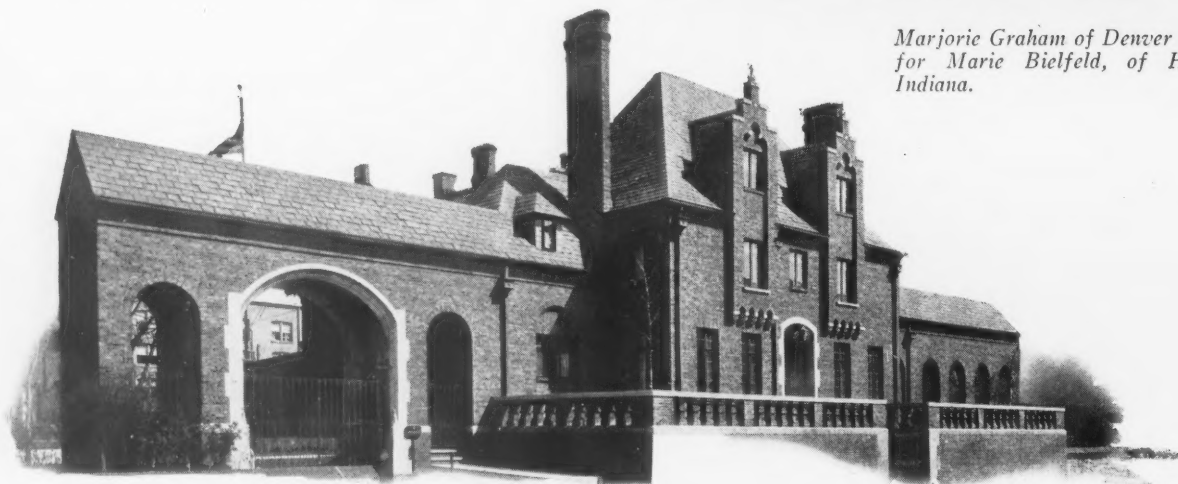


The private school teaches well-to-do youngsters how to live, and the youngsters carry the idea home with them.

It's a solid business, the private school, with plants worth \$515,361,000. Here we see the School of Domestic Art and Starrett School, Chicago.



Marjorie Graham of Denver pops corn for Marie Bielfeld, of Hammond, Indiana.



Joint Merchandising Committee MAKING HEADWAY

Report differences in merchandising practice being settled chiefly by local conferences

AT THE meeting of the Electrical Merchandising Joint Committee in New York on September 16, the principal topic of discussion was the Statement of Merchandising Procedure, adopted by all of the groups represented on the Committee. At this meeting of the Committee, the following were present:

D. F. Kelly, *Chairman*, president, National Retail Dry Goods Association; J. F. Owens, *Vice-Chairman*, president, National Electric Light Association; R. J. Atkinson, past president, National Retail Hardware Association; Harry F. Cappel, past president, National Retail Furniture Association; James E. Davidson, president, Nebraska Power Company; C. E. Groesbeck, president, Commonwealth Edison Company; Lew Hahn, chairman of the board, Hahn Department Stores, Inc.; B. H. Namm, president, the Namm Store; Kenneth McIntyre, managing director, Society for Electrical Development; Clarence C. Niss, president, National Retail Furniture Association; R. R. Rau, managing director, National Retail Furniture Association; Marshall E. Sampsell, president, Central Illinois Public Service Company; Harold R. Young, Washington secretary, National Retail Dry Goods Association; Paul S. Clapp, managing director, National Electric Light Association; Channing E. Sweitzer, managing director, National Retail Dry Goods Association and G. H. Paine, executive secretary, Electrical Merchandising Joint Committee.

Much satisfaction was expressed at the success of the local utilities in their efforts to initiate conferences with retailers for the settlement of vexing questions; and rapidly increasing results are expected in the near future. These activities are not confined to any particular part of the country. Although they occurred during the hot weather and the vacation period, about 50 conferences have been held, while many more are in process of being organized. It is known that a large number have been held since the last reports.

How to determine the character of merchandise offered to retail merchants for resale is a difficult problem and received much attention. Testing electrical merchandise and the methods of stating the results were discussed, in order that some generally recognized means may be adopted, by which merchants can arrive at standards of reliability, based upon reasonable assurance against personal injury and fire hazards and upon confidence in the performance of the merchandise after it has reached the hands of the consumer.

The "Statement of Merchandising Procedure" leaves the precise definitions of its clauses very largely to the

decision of local conferences between retail merchants and local utility executives. This is necessary, because of the wide variation in merchandising practices and the degree with which heavy load-building electric appliances such as ranges are accepted in different parts of the country. While this so-called "pioneering" has been conducted principally by the utilities in the past, conditions have changed and are changing materially in many localities so that readjustments may be desirable to determine when and where pioneering becomes ordinary merchandising.

Clause 5 of the "Statement" relates to the use of premiums and trade-ins, which have been much abused as a means for inducing sales. Both of them were deprecated, if not actually condemned by the Committee and several instances of their abandonment were disclosed. They are regarded increasingly as a means of price-cutting to aid incompetent salespeople. It is not easy always to distinguish between premiums and certain other generally approved methods to attract customers and a definition of premiums will be sought in order to remove all doubt.

RECOGNIZING the close relations which exist between the marketing problems of utilities, retail merchants and manufacturers, the following were invited to attend the committee meeting to discuss informally the "Statement of Merchandising Procedure" as it bears upon their sales methods:

C. E. Allen, vice-president, in charge of merchandising, Westinghouse Electric & Manufacturing Company; E. N. Hurley, president, American Washing Machine Manufacturers Association; George S. Jones, Jr., manager, Public Utilities Division, Frigidaire Corporation; S. L. Nicholson, vice-president, Westinghouse Electric & Manufacturing Company; T. K. Quinn, vice-president, General Electric Company; Louis Ruthenburg, president, Copeland Products and Julius Tuteur, president, Vacuum Cleaner Manufacturers Association.

Many differences in practice were disclosed, but there was a general agreement that any settlement of vexing questions would benefit the manufacturers equally with those who are engaged in selling their appliances. Hence they welcomed the opportunity of discussing these questions with the Committee but could express only personal opinions at this stage.

Considerable opposition to some recent sales-campaigns was expressed, but it was explained that these were planned and put into effect before the adoption of the "Statement of Merchandising Procedure." Hereafter, the Committee is confident that in planning sales-campaigns, attention will be given to the "Statement." The meeting ended with an assurance of close cooperation by the manufacturers, in the effort to discourage unsound merchandising practices.

appliance testing

EDGAR REPORTS

EARLY in the development of the central station industry it was recognized that electrical equipment used by the public must be safe and satisfactory if the industry was to develop favorably. Attention on the part of central stations to the quality of customers' electrical equipment has increased as the years have passed. Recent comprehensive efforts to conserve the interests of the public and of the electric light and power companies through promotion of better quality in customers' electrical equipment are receiving much attention at the hands of the Association of Edison Illuminating Companies.

Contrary to its usual custom, the Association has made public the paper read by C. L. Edgar, president, The Edison Electric Illuminating Company of Boston, at the Association's recent meeting. The paper deals with a matter of great importance to the whole electrical appliance industry, and is especially important as the first comprehensive statement of the Association's activities toward the development of improved quality in electrical devices, especially in electric heating devices and their accessories that has been made available to the industry as a whole. Mr. Edgar, in his paper, after a review of the early activities of the association dealing with quality standards, and which it is interesting to note dates back to 1886, reviews at some length the growth of this work, especially since the establishment of the Lamp Testing Bureau, Incorporated, in 1900, and the change in 1904 to the corporate title of the Electrical Testing Laboratories, providing for the inclusion of testing of other types of equipment. The policy of the association in respect to customer's equipment is admirably summarized by Mr. Edgar, as follows:

"It did not take long to find out that efficiency and reliability are essential to a satisfactory electric service, and that the maximum development in production and distribution equipment would lose its full effect unless the utilization equipment of the customers was refined and developed to the same degree. It has always been the policy of the electric light and power companies to utilize the most efficient and reliable equipment with which to render service to the public, and by means of the employment of the best engineering talent, an active coöperation with the manufacturers and collaboration with one another through association affiliations, they have been fortunate in establishing for themselves an enviable record for efficiency and outstanding perform-

ance. But the electric light and power companies have not been contented simply to perfect the operating end of the service. They have realized their responsibility to protect the customers in their choice and use of equipment and appliances.

The customers are very rarely in a position to choose the type of equipment best fitted for their requirements, and unfortunately some manufacturers and retailers think more of their initial profit than of the ultimate satisfaction of the purchaser, consequently it devolves upon the service companies to act in a protective and advisory capacity for the mutual benefit of the combined interests.

The extent of this work may be seen by the heads with the dates under which the various testing activities are described: Incandescent Lamps—1896 to date; Meter Code—1908 to 1928; Radio and Phase Angle of Instrument Transformers—1909; Street Lighting—1914 to 1915; Aging Tests of Types of Wiring—1917 to 1927; Heater Cord Tests—1919; Residence Survey—1921 to 1924; Tests of Electric Flatirons—1922; Further Work Upon Heater Cords—1924 to 1925; Residence Lighting Education—1928; House Wiring; Refrigerator Tests—1924 to 1925; Test Data Exchange—1928 to date; Electrical Shock—1929; Fractional-Horsepower Motors—1929 to date; Tests of Domestic Electric Appliances—1929 to date; Therapeutic Lamps—1929 to date.

The two recent heads in which we are most concerned are the tests of domestic electric heating appliances and therapeutic lamps. We quote these reports in full:

Tests of Domestic Electric Appliances—1929 to Date:

Electric service in the home has almost unlimited capabilities. Its flexibility and convenience render it capable of much further development. For years it has been a source of dissatisfaction to central stations that so frequently equipment which is sold to the public fails to attain to a practicable degree of excellence for its purpose. The reputation of electrical applications is usually built upon meritorious appliances. Too often, however, appliances which are sold to the public fail to attain to a standard of serviceability and effectiveness of which devices of their type are capable.

This deficiency of much electrical equipment has been the subject of extensive discussion and proposals for setting up means of influencing or controlling quality have been considered repeatedly. In 1928 the central stations

of the Association of Edison Illuminating Companies decided that it would be necessary to make an effort to accomplish this. An Appliance Committee of leading central station executives was organized in 1929.

Electrical Testing Laboratories was designated as the technical agent to conduct tests and negotiations on behalf of these central station companies. The cost of the work was prorated among those central station companies which chose to contribute. Fifty of the sixty-four Member Companies are now contributing to this support. Under the name of Quality Improvement Program, this activity has undertaken to survey the quality of domestic electrical appliances in the following order:

Appliance plugs; heater cords; electric flatirons; electric ranges; radiant heaters; flexible cords; heating pads; automatic devices per se.

The work upon appliance plugs was brought to a stage of completion in 1930 but continues. That upon flexible cords is approaching a stage of completion and will be continued. The first stage of the work upon electric flatirons is about 80 per cent completed; that upon electric ranges is about 70 per cent completed; that upon radiant heaters is about 30 per cent completed. The work upon other devices scheduled for study has not yet been undertaken. When these are well under way, still other domestic appliances will be scheduled for investigation.

Therapeutic Lamps—1929 to Date:

The central stations of the Association of Edison Illuminating Companies through the Lamp Committee of that association arranged in 1930 with Electrical Testing Laboratories for a study of therapeutic lamps. Among such devices ultra-violet radiators are entering into domestic service to a very considerable extent. The characteristics of these lamps and the physiological reactions thereto are obscure. Central stations conceived it to be their duty in the public interest to ascertain the characteristics of therapeutic lamps and of protective adjuncts to the end that if they supplied such equipment to the public it should be surrounded with necessary safeguards to prevent ill results. They limited themselves to these objectives recognizing that physiological reactions lie within the medical sphere. This research is now in process, some preliminary information has been made available and it is expected shortly that it will be brought to a stage that will afford adequate guidance at least to the central stations, so that in this matter of therapeutic lamps they may protect the public interest.

refrigerators

PRICE MARKET?

PPRICE reductions announced by Frigidaire and Westinghouse were the big news in the refrigeration field in September.

"Price reductions on all household electric refrigerators and commercial electric refrigeration equipment of Frigidaire Corporation were announced the week of September 12 at forty-four sales conferences in key cities of the United States," says Frigidaire Corp., in a telegram to *Business Week*.

"The reductions affect eight porcelain on steel household electric refrigerators, ten apartment house refrigerator models, twenty-six heavy duty commercial compressors, eighty-three cooling coils, twelve ice cream cabinets and two types of room coolers. Lower prices on raw materials, production economies and a satisfactory manufacturing volume made price cuts possible, according to E. G. Biechler, president and general manager.

"Business of Frigidaire corporation this year has been very satisfactory," says Mr. Biechler. "June and July were outstanding months for household Frigidaires. June's household sales were 27 per cent greater than those of June a year ago and during July an even greater increase over July, 1930, was recorded. It was necessary to increase production three times during August and twice as many household electric refrigerators were manufactured in Dayton plants during this month as were produced in the corresponding month of 1930. September production of domestic refrigerators has been set at 30 per cent above that of last September. During the next four months we will make an outstanding drive for business and firmly believe that the sales volume will be held above that of last year at this time. The fall activity exceeds anything ever before attempted at this season by Frigidaire Corporation."

At practically the same time as the Frigidaire announcement, came the announcement of reductions on De Luxe models of the Westinghouse line. These range from \$15 up to \$100 and apply to the De Luxe line only. No price changes are made in the standard refrigerator line of models, and in a statement by C. E. Allen, vice-president of Westinghouse, no price changes are contemplated on the standard line. It is interesting to note the same communication carries a statement that Westinghouse refrigerator sales for the first eight months of 1931 are 400 per cent ahead of a corresponding period in 1930. The company reports recent orders in quantities to verify their

expectations for healthy fall business.

Kelvinator Corporation, with 1931 sales far ahead of 1930, also decided to follow the lead of Frigidaire, and has reduced prices on various models from \$5 to \$50.

The action of General Electric Company in regard to prices has been awaited with much interest. P. B. Zimmerman, manager of the refrigerator department of General Electric, in a communication to *Business Week*, states that there is no announcement to make at this time on refrigerator prices. "We have no special announcement to make on refrigerator prices. We reduced our prices at beginning of sales season last spring and contemplate no further change at this time. Our prices to the customer are more favorable in comparison with those of competition than they have been since our entrance into the business in 1927."

Sales Up

Practically every maker has reported considerable increases in sales in 1931 over 1930. The Servel Corporation shows a 200 per cent increase in 1931 over 1930 for Servel electric sales; 45 per cent over last year's business for Electrolux gas refrigerator business.

Norge Corporation reports the largest percentage increase—512 per cent—for the first nine months of 1931 as compared to 1930. No statement as to price has been issued by this company.

Copeland Sales Company, through W. D. McElhinny, vice-president, reports business in both commercial and household refrigeration the highest in Copeland history. Mr. McElhinny also states that no changes in prices or models are to be announced at this time.

TWENTY-FIVE CENTS A DAY

A development which may affect refrigerator sales and especially refrigeration payments and financing is a recently developed meter. This is offered refrigeration distributors and dealers to attach to the refrigerator and receive a daily deposit of twenty-five cents. This deposit controls the operation of the refrigerator by a connection between the mechanism and the current supply. The scheme is that the refrigerator is put in the home and paid for on a twenty-five-cent-a-day basis.

Chicago newspapers during the past month carried the advertising of Hartman's, a large and important retail

furniture organization of that City, offering electric refrigerators of four makes—two of them of national prominence—without down payment on contracts up to \$225, and without any charge for installation or delivery. The customer is offered the opportunity of choosing a refrigerator, making no down payment, making no payment for installation or delivery, and paying for this purchase by a deposit of twenty-five cents in the meter, which operates the refrigerator for twenty-four hours. Once a month the collector calls, opens the meter and takes out the cash, which is credited to the customer's account.

Lowest Down Payment

In effect this is the lowest down payment in history. Many well directed rocks have been thrown at power companies for selling refrigerators as low as \$10 down, but here a large and important furniture house offers a refrigerator for twenty-five cents down.

Unquestionably the Hartman stores know what they are about. A long and successful business record presupposes that. But it is a little difficult to figure out just how the sale of refrigerators on this basis will prove profitable in the long run.

A circular from the manufacturer of the meter offers the meters at \$25 a piece. Which means that the dealer selling refrigeration on this basis will have to add \$25 to his cost. It is true that the meter can be removed when the refrigerator is fully paid for and used on another refrigerator under similar terms. However, twenty-five cents a day on a \$225 contract, takes about thirty months to pay out, and any number of sales on this basis would mean that the dealer has tied up a large investment in meters for at least 30 months.

We have not heard yet from the finance companies as to what value sales contracts on such a basis would have. It has always been contended that the amount of down payment the purchaser made in any installment sale has a bearing on the collections under that sale. If the down payment is large enough the customer's serious attitude toward the purchase is confirmed; the purchaser having a sufficient equity to interest them in keeping their payments up and in making the seller's threat of recovery serious to them. That this is true has been amply demonstrated by every product sold on a time payment basis. Twenty-five cents or less than 1/10 of 1 per cent as a down payment on a \$225 contract hardly seems a sufficient purchaser's equity to constitute a safe installment sale.

Gerard Swope Proposes a Plan (Cont. from P. 38)

per year, into a special fund for their own benefit.

If such an employee leaves the company, dies, or retires on pension, the amount to his credit in the special fund plus interest at the average rate earned by the special fund, shall be given to him or to his beneficiaries or added to his pension.

IV If a company so plans its work that it is able to reduce unemployment, when the amount of such company's credit in the normal unemployment fund is equal to but not less than 5 per cent of the normal annual earnings of the employees covered, the company may cease making payment to the fund. Employees' payments will continue. The company will resume payments when its credit in the normal unemployment fund falls below 5 per cent of normal annual earnings of the employees covered.

V When the weekly payments made from the fund for unemployment benefits amount to 2 per cent or more of the average weekly earnings of participating employees, the company shall declare an unemployment emergency, and normal payments by the employees and the company shall cease. Thereafter *all* employees of the company (including the highest officers) receiving 50 per cent or more of their average full-time earnings shall pay 1 per cent of their current earnings to the unemployment fund. A similar amount shall be paid into the fund by the company. The unemployment emergency shall continue until normal conditions are restored, which shall be determined by the Board of Administrators of each company. Thereupon normal payments will be resumed.

VI The main provisions for the distribution of the funds shall follow along these lines, unless modified by the Board of Administrators as set forth in section D paragraph VII hereof. A certain small percentage of the normal payments of the employees and the company may be considered as available for helping participating employees in need. A larger percentage of such normal payments may be considered as available for loans to participating employees in amounts not exceeding \$200 each, with or without interest as may be determined by the Board. The balance of the funds shall be available for unemployment payments. Unemployment payments shall begin after the first two weeks of unemployment and shall amount to approximately 50 per cent of the participating employee's average weekly or monthly earnings for full time, but in no case more than \$20 per week. Such payments to individual employees shall continue for no longer than ten weeks in any twelve consecutive months unless extended by the Board. When a participating employee is working part-time because of lack of work and receiving less than 50 per cent of his average weekly or monthly earnings for full time, he shall be eligible for payments to be made from the fund, amounting to the difference between the amount he is receiving as wages from the company and the maximum he may be entitled to as outlined above.

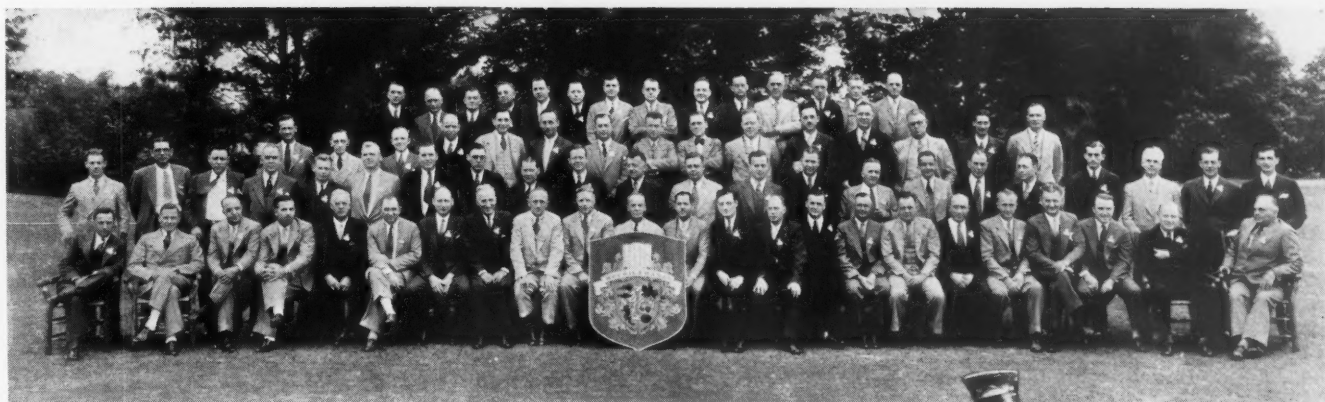
VII The custody and investment of funds and administration of the unemployment insurance plan for each company shall be under the direction of a Board of Administrators consisting of representatives, one-half appointed by the management and one-half elected by the employee members. The powers and duties of the Board shall be to formulate general rules relating to eligibility of employees, the waiting period before benefits are paid, amounts of benefits and how

long they shall continue in any year, whether loans shall be made in time of unemployment or need, whether a portion of the funds shall be placed at the disposal of the Board for relief from need arising from causes other than unemployment, etc., but such rules shall be in consonance with the general plan laid down by the General Board of Administration of the trade association of which the company is a member, and approved by the federal supervisory body.

VIII If an employee leaves the company and goes to work for another company coming within the provisions of this plan, the proportionate amount remaining of his normal contributions, plus interest at the average rate earned by the funds, shall be transferred to such company and to his credit. If he leaves for other reasons, dies, or retires on pension, the proportionate amount remaining of his normal payment, plus interest at the average rate earned by the funds, shall be given to him, or to his beneficiary, or added to his pension. When such employee's credit is transferred to another company, or paid to the employee or to his beneficiary under this provision, an equal amount shall be paid to the co-operating company.

GENERAL ADMINISTRATION. Each trade association will form a General Board of Administration which shall consist of nine members, three to be elected or appointed by the association, three to be elected by the employees of the member companies, and three, representing the public, to be appointed by the federal supervisory body. The members of the General Board, except employee representatives, shall serve without compensation. The employee representatives shall be paid their regular rates of pay for time devoted to Board work, and all members shall be paid traveling expenses, all of which shall be borne by the trade association. The powers and duties of this General Board shall be to interpret the life and disability insurance, pension and unemployment insurance plans adopted by the trade association and approved by the federal supervisory body, supervise the individual company Boards of Administration, form and direct a pension trust for the custody, investment, and disbursements of the pension funds, and in general supervise and direct all activities connected with life and disability insurance, pension and unemployment insurance plans.

CONCLUSION. The foregoing plan tends to put all domestic corporations of the class described on a parity for domestic business, thereby removing the inequalities of the different laws in the several states, provides for standard forms of financial reports and their periodical issuance for the information of stockholders, places on organized industry the obligation of coordinating production and consumption, and of a higher degree of stabilization. This will tend to assure more uniform and continuous employment for the worker and to remove fear from his mind, allowing him to devote himself whole-heartedly to his task. Cost of the product will include these items and will therefore be paid for by the users of the article or service and not in general by members of the community reached by the vicarious method of the imposition of a tax. Then organized industry will be in the position that it should rightly assume of serving the public, with public confidence and with the joint participation of workmen and management in the solution of these vital and far-reaching problems.



When central station executives gathered at Nela Park, Cleveland, to discuss electric refrigeration with the General Electric Refrigeration Department, the gathering was impressive. Sharp eyes will detect P. B. Zimmermann, G. E. refrigeration manager, 2nd from left, front row. T. K. Quinn, G. E. vice-president, is just back of M. E. Skinner, on the left corner of the new coat-of-arms. Other well-known figures in the merchandising field include Davis Debard, Tom Roach, J. H. Van Aernam, Harvey Keyes, C. L. Dunn and Walt Dailey. Dr. George Allison, of N.E.L.A.'s Refrigeration Bureau is, of course, on hand.

Round the ELECTRICAL MAP

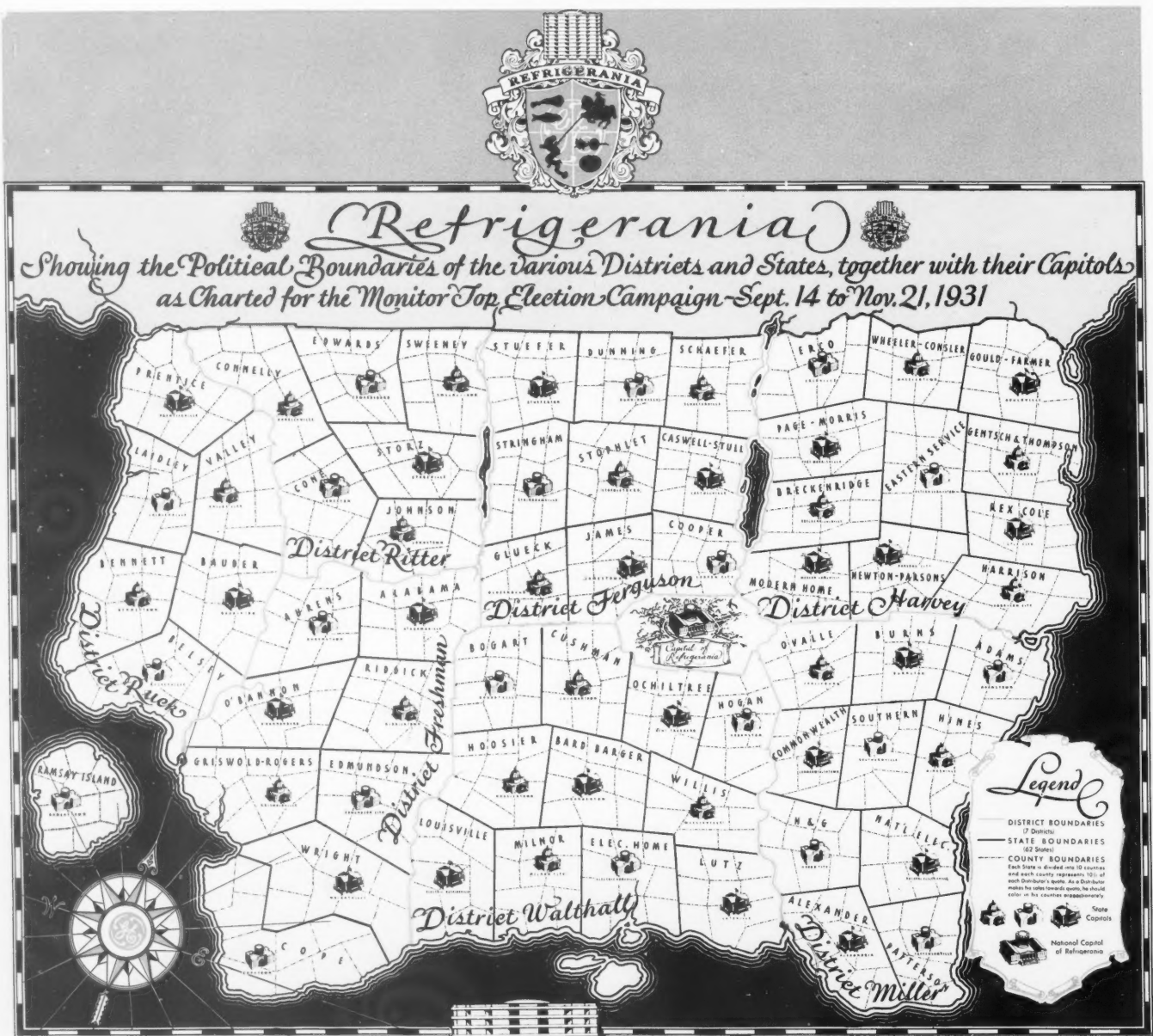
If you want to get the real low-down on just how good a toy train can be, there is nothing like going to an Authority. S. Castagnola, ad manager for the Lionel company, did just that. Right, Engineer Bill Smith of New Jersey Central's Blue Comet, showers high praise on the latest miniature locomotive in the Lionel line.



The Master Electric Company's new Stinson monoplane was put to good use recently when it delivered the first load of the company's new Master Bilt heaters to the Wayne Hardware Company, Fort Wayne, Ind. Officials of the two companies shown gathered about the "Master Messenger" seem pretty pleased about the sales outlook for the new heaters.



"You will not have an elephant on your hands if you buy an electric refrigerator" was the sign carried by this unsuspecting pachyderm during a recent Refrigeration Bureau parade in Manchester, N. H. State Director Schiller wise-cracks to the effect that the Manchester Bureau tops 'em all in employing large ad-mediums.

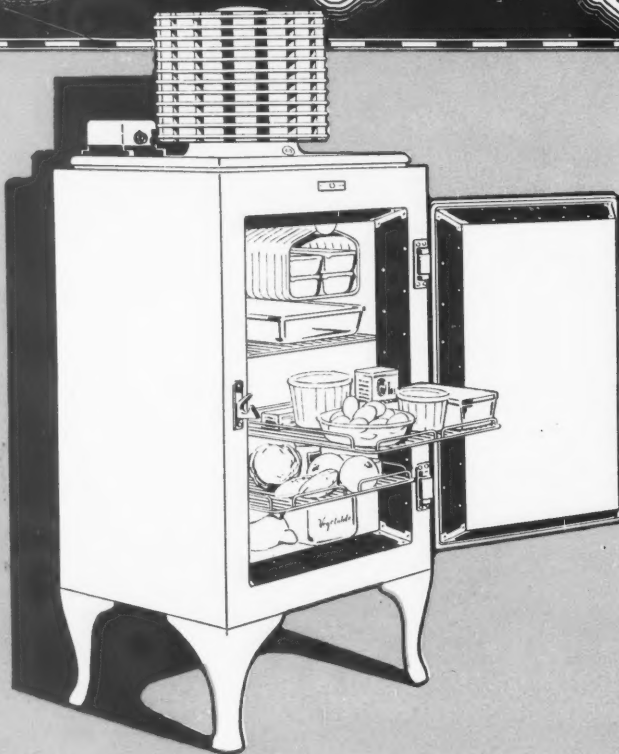


VITAL SALES ADVANTAGES

THE MONITOR TOP, in which all the simple, current-saving mechanism is hermetically sealed-in-steel. Never requires attention, not even oiling.

ALL-STEEL CABINET, with every corner welded. Built like a safe... rugged, durable—designed to give a lifetime of trouble-free service.

PORCELAIN INTERIOR, acid and stain-resisting; clean and easy to keep clean.



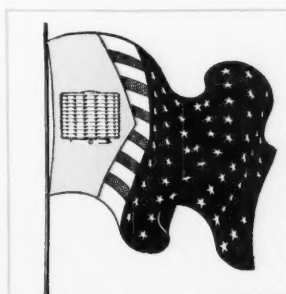
SANITARY SUPER-FREEZER—simple, full visioned; clean, ultra-efficient.

SLIDING SHELVES, to bring all food in plain sight and easy reach. End "reaching in," make every inch of the General Electric's roomy interior instantly available.

3-YEAR GUARANTEE, on the complete General Electric—every model. Backed by a spotless performance record made in more than a million kitchens everywhere.

GENERAL ELECTRIC'S MAMMOTH ELECTION CAMPAIGN

builds fall sales!



GENERAL ELECTRIC swings into the Fall selling season with a monster campaign that embraces every member of the huge General Electric selling family! A new republic called "Refrigerania" has been created and a huge Monitor Top election is now in progress (September 14th—November 21st) to select the rulers of this vast domain. There will be a President, Vice President, Cabinet members, Senators, Congressmen, Governors and Mayors. Every sale is a ballot and every ballot earns a prize. A grand array of valuable prizes are offered to every salesman so that both material reward and glory of office are available to everyone in exact proportion to sales made.

This tremendous campaign includes a definite tested selling plan for each salesman to follow. An interesting and effective slide film presentation entitled "What Mrs. Wallace Said" has been prepared to show prospects in their homes. Special national advertising urging prospects to see this film has been released. A special

letter for each salesman to send to prospects inviting them to see the film is also available.

This campaign is merely typical of the active sales co-operation that General Electric is constantly furnishing dealers, utility companies and their salesmen. Similar campaigns are staged periodically—backed and supplemented always by the regular gigantic advertising and sales promotion activity. All year 'round there are effective advertisements in national magazines supplemented by local advertising over the dealer's own signature. Local newspaper advertising, outdoor posters, colorful monthly mailings, The Silent Hostess Magazine, store and window displays, door openers, film presentations and other sales helps. Special sales training courses are open to all General Electric Refrigerator salesmen.

This kind of sales support, together with the enthusiastic boosting of more than a million satisfied users based on an incomparable performance record, have combined to build a mountainous wave of public preference for The General Electric All-Steel Refrigerator.

General Electric Company, Electric Refrigeration Department, Section DE10, Hanna Bldg., 1400 Euclid Ave., Cleveland, Ohio.

GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS, ELECTRIC WATER COOLERS

New MERCHANDISE

New Majestic Radios

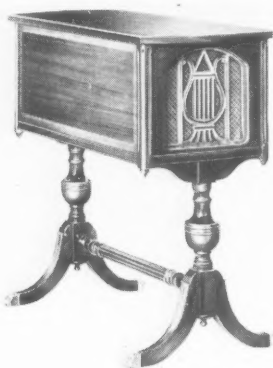
Majestic engineering staff has been working on three new features which will be built into the new 1932 line, ready for delivery, Oct. 1.

The first of these is the spray-shield tube. This heavy shielding coating not only replaces the perforated metal cans generally in use, but because of its closer proximity to the elements within the tube, is a much more effective shield, it is said.

The second lies in the use of two detectors working together to pass the voice and music from the r.f. stages to the tubes handling a.f. impulses. This is known as "twin power detection."

The third is what Majestic terms "modulated circuit," its chief purpose being to enable one tube to carry out the functions of two. In this case, one tube performs as both first detector and oscillator.

Five-, 9- and 10-tube models are offered; all superhets, using spray-shield, multi-mu and pentode tubes, and a dy-



namic speaker, the "Grand Opera."

Havenwood, table type, 5-tube chassis, \$44.50, complete.

Ellswood, a compact console, 5-tube \$59.50.

Fyewood, end table model illustrated, 5-tube, \$64.50.

Castlewood, a radio-phonograph combination, 5 tubes, \$109.

Cheltenham, miniature highboy, 9-tube chassis, \$79.50.

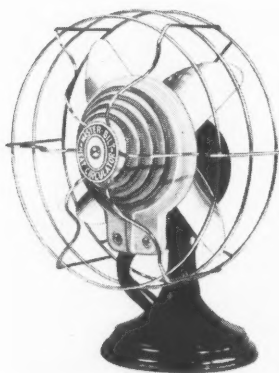
Brentwood, Jacobean lowboy, 9 tubes, \$99.50.

Going into the higher-priced range, Majestic presents the Collingwood, with Twin Grand Opera speakers which are fed by the 10-tube chassis. This set has automatic volume control and lists at \$165.

Abbeywood is a radio-phonograph combination with the same radio chassis and automatic record changer phonograph handling ten records. \$290. Manufactured by Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill.—*Electrical Merchandising*, October, 1931.

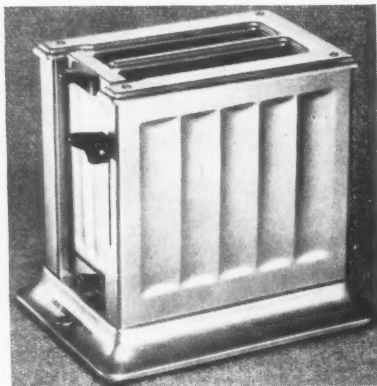
Hankcraft Egg Service Set

There will be several important changes in the Hankcraft line to feature their fall and winter campaign. A new Hankcraft Egg Service Set that will retail for \$7.50 has just been announced by Hankcraft Co., 615 E. Washington St., Madison, Wis. Another feature is a poaching dish which makes it possible to scramble or poach eggs right at the table, and which fits in the cooker. This poaching dish will be included with every Hankcraft Automatic Electric Cooker without additional cost. Another interesting announcement is the fact that the dome of the egg cooker will be chromium plated this fall.—*Electrical Merchandising*, October, 1931.



Master-Bilt Heater

The Master-Bilt electric heat circulator is different from the ordinary radiant or reflector type of electric heater, the manufacturers claim. By means of a four-blade electric fan, driven by an induction type motor, the air is circulated over the heating element and distributed throughout the room. By circulating the warm air it is possible to quickly raise the temperature of a room with an even heat distribution from floor to ceiling. The motor is of the brushless type which does not hum or vibrate. It is quiet in operation and is recommended for use in sick rooms and other places where an even temperature and silence are necessary. The heater is constructed of moulded black Mocolite with chromium plated fan blades and guard. Its intended retail price is \$8.50. Manufactured by The Master Electric Co., Dayton, Ohio.—*Electrical Merchandising*, October, 1931.



M-B Automatic Toaster

Manning-Bowman & Co., Meriden, Conn., announces a new automatic two slice toaster. Two slices of bread can be toasted on both sides at once in this toaster. A simple adjustment in the base controls the toasting time. The door can be opened at any time to inspect the toasting progress without interrupting the timing cycle. A crumb drawer below the units catches all crumbs. It is finished in Aranium. Its intended retail price is \$17.50.—*Electrical Merchandising*, October, 1931.

Dover Percolator

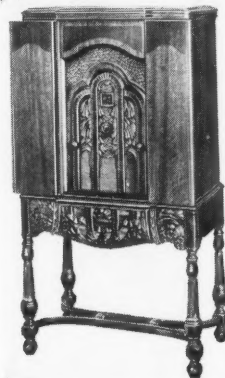
Another addition to the Dover line announced by Dover Mfg. Co., Dover, Ohio, is the new Deauville Drip Coffee machine. The new chrome finish, eliminating tarnishing, makes the Deauville ideal for daily use, the manufacturers claim. It is intended to retail at \$10.50.—*Electrical Merchandising*, October, 1931.

Stromberg-Carlson Radios

Two more superheterodyne radio receivers, Nos. 25 and 26 have just been placed on the market by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. With the addition of these two models, Stromberg-Carlson now offers five new superheterodynes, the other three being Nos. 19, 20 and 22.

Model 25 is lower in price than any other complete console offered by Stromberg. It is a superhet with permanent phonograph connection. The cabinet is a walnut lowboy, 43 in. high. \$175, complete.

Model 26 is constructed so that by the addition of the No. 1 phonograph panel assembly it becomes a complete radio-phonograph without cabinet alteration. It has the same operating unit as the No. 25, and comes in a highboy cabinet. \$210, complete.—*Electrical Merchandising*, October, 1931.



New Royal Cleaner

Some of the features of the new Royal Special cleaner, recently announced by P. A. Geier Co., Cleveland, Ohio, are the new type automatic floating brush which loosens all lint, thread and hairs, and the powerful suction which picks them up along with the deeply embedded dirt; its full 14 in. nozzle which insures rapid cleaning; the large easy running wheels; the easily emptied dust bag with patented dirt trap, the latest type motor with automatically lubricated bearings which require no oiling during the life of the cleaner; the patented nozzle adjustment; and the trigger switch in its handle. The intended retail price is \$29.75.—*Electrical Merchandising*, October, 1931.



Electrical Merchandising, October, 1931

Electrical Merchandising's APPLIANCE INDEX 1931-32

A handy reference guide to household electrical appliances—arranged alphabetically—gives manufacturer's address — specifications — prices — shipping weights

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Cigar Lighters

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
Chicago Electric Manufacturing Co., 2801 South Halsted Street, Chicago, Ill.		
<i>Handy</i>		
Patrician, T20, Metal Table Type...	Base 3 in., height 5 in., oxidized silver, push.....	\$2.80
Aristocrat, T21, Metal Table Type...	Butler silver, push.....	2.80
Hot Top, T22, Metal Table Type....	Base 3½ in., height 5 in., push, assorted colors.....	1.70
Hot-Top, T25, Metal Table Type....	Lacquered nickel, push.....	1.70
Chicago Flexible Shaft Co., Roosevelt Road and Central Ave., Chicago, Ill.		
LA350, Pipe, Cigar and Cigarette Lighter.....		\$3.50
LB360.....		3.50
LC370.....		3.50
LD380, Smokers Set.....		3.75
LS, Smokemaster.....		6.50
Circle F. Mfg. Co., Trenton, N. J.		
Cigar Lighter.....	Bakelite.....	\$1.75
Eagle Electric Manufacturing Company, Inc., 59 Hall Street, Brooklyn, N. Y.		
<i>Eagle</i>		
801, Cigar Lighter.....	6 finishes.....	1.50
Electracraft Corp., 161 Massachusetts Ave., Boston, Mass.		
"Tippit".....	6 color combinations.....	3.50
Frankart, Inc., 225 Fifth Ave., New York City		
<i>Frankart</i>		
Shriner, Novelty Stand Type, "Shriner" Head with Fes.....	5½ in. high; jap bronze; push.....	5.00
E-1003, Feminine Figurine Mounted on Lighter Base.....	8½ in. high; automatic.....	5.00
E-1002, With Ash Tray.....	8½ in. high; automatic.....	7.50
Cabby Jed, Metal Stand Type.....	Element in hat crown; push-button nose.....	5.00

Appliance

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
Joseph Hagn Co., 223 West Madison St., Chicago, Ill.		
<i>Majestic</i>		
Cigar Lighter.....	Vidrio onyx ball automatically lights when picked up.....	\$1.00
Hance-Parker Co., Meriden, Conn.		
<i>Smokerlite</i>		
20, Table.....	6½ in. high, bronze or nickel; push..	\$5.00
40, Smoking Stand Attachment.....	Bronze, nickel.....	2.50
42, Table Type with Ash Tray.....	5½ in. base bronze, clips on ash tray; push.....	5.00
44, Table Type with Ash Tray and Light.....	14 in. high, bronze or nickel; push....	10.00
46, Table Type.....	Bronze, nickel or brush brass.....	3.00
110, Heating Unit, Screw Type.....		.35
Smokerlite, Juniors.....	2½ in. high in colors.....	1.50
11035, Heating Unit.....		.35
Shurkerlite, Junior Lighter.....	3½ in. high, bronze, plain or with added color.....	1.50
Manning, Bowman & Company, Meriden, Conn.		
<i>Manning-Bowman</i>		
3-Leg Stand Type, 101/2.....	Statuary bronze; push.....	5.00
Parker Engineering Company, 20 Monroe Street, Meriden, Conn.		
<i>Redlite</i>		
Metal Stand Type "A".....	Old silver; push.....	5.50
	Bronze statuary; push.....	5.00
Metal upright stand "B".....	Silver; push.....	3.75
	Nickel or bronze; push.....	3.50
"B" Lighter and Ash Receptacle....	Silver; push.....	5.00
	Nickel or bronze; push.....	4.50
Lighter and Ash Receptacle "C"....	Nickel silver; push.....	3.75
N. Shure Co., Adams at Wells Sts., Chicago, Ill.		
<i>Flap-A-Lite</i>		
Cigarette Lighter.....	Flapper's head, heating element in mouth works automatically when head is lifted. Cast metal in bronze-plated finish. Approximately 4½ in. wide at base, 7 in. high.....	\$1.25

Cleaners

Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	No. of Attachments	Price Retail	Retail Price with At- tachments
Air-Way Elec. Appliance Corp., Toledo, Ohio							
Air-Way Sold Thru Factory Represen- tatives Only.....	General.....	Stationary, detachable...			7..... (Cash price)	\$89.50 80.55
Apex Electrical Mfg. Co. Cleveland, Ohio. (See Adv. Pages 108-9)							
43.....	General.....	Straight suction.....	11.....	Apex.....		\$39.50
54.....	General.....	Revolving motor-driven.....	15.....	Apex.....		39.50
56.....	General.....	Revolving motor-driven.....	15.....	Apex.....		49.50
Arco Vacuum Corp. Division of American Radiator Co., 40 W. 40th St., New York City							
Arco-Ette.....	General.....	Motor driven.....	13½.....		Five.....	\$39.50	\$44.50
Hand Cleaner.....	Light cleaning dusting.....	Stationary.....	3½.....	Westinghouse.....		14.50
Birtman Electric Co., 4140 Fullerton Ave., Chicago, Ill.							
Bee-Vac "Chief"—G-10 Bronze Bearing..	General.....	Stationary, swing-back..	11.....	Own.....	Five.....		\$27.75
Bee-Vac—Junior, A 12—DeLuxe.....	Utility hand type.....	Stationary, detachable...	3½.....	Own.....		\$13.50
Bee-Vac—Junior, B 15 Super.....	Utility hand type.....	Motor driven.....	4.....	Own.....		16.50
Bee-Vac—302, De Luxe Ball Bearing....	General.....	Floating Stationary, swing-back.....	14.....	Own.....	Five.....	37.50	37.50
Bee-Vac—301, Super Ball Bearing.....	General.....	Motor driven.....	15.....	Own.....	Five.....	42.50	42.50
A. A. Clark Company, Formerly Clarke Sanding Machine Co., Muskegon, Mich.							
Clark Germicidal "The Apartment House Cleaner".....	Hand or floor....	Removable.....	4½.....	General Electric...	None.....		\$18.50
Clements Mfg. Co., 601 Fulton St., Chicago, Ill.							
Clements.....	General sanitizing, auto cleaning....	Motor driven.....	12.....	Clements ball bear.	10.....	\$39.50	\$47.50
Clements Jewel.....	General sanitizing deodorizing.....	Stationary, detachable....	11½.....	Clements ball bear.	10.....	37.50	45.50
Cadillac Sanit-Aire System.....	General deodorizing auto cleaning....	Motor driven and sta- tionary, detachable....	12.....	Clements ball bear.	14.....	89.50
Delco Appliance Corp., Rochester, N. Y. (See Adv. Page 183)							
Delco.....	General.....	Floating Brush.....	11½.....				\$39.50
Electare Company, 636 Church St., Evanston, Ill.							
Electare.....	General.....	Straight air.....	4.....	Racine.....	None.....	
Electare.....	Hand type.....	Stationary.....			None.....	\$18.00
Electrolux, Inc., 500 Fifth Ave., New York, N. Y.							
Electrolux.....	General.....	Straight air.....	10½.....	Electrolux.....	{ Five (metal cylinder self- contained dust-bag) }		\$69.75
XII.....				Universal.....		
Eureka Vacuum Cleaner Co., Detroit, Mich.							
De Luxe.....	General.....	Stationary, adjustable....	15.....	Eureka.....	Nine.....	\$59.50	\$69.00
Standard.....	General.....	Stationary, detachable....	13½.....	Eureka.....	Nine.....	44.50	54.00
Special.....	General.....	Stationary, detachable....	12½.....	Eureka.....	Six.....	34.50	40.50
Junior.....	Hand.....	Brush attached.....	4½.....	Eureka.....	Hair dryer.....	16.50	16.50
Auto Cleaner.....	Hand.....	Stationary, detachable....	9.....	Eureka, standard..	Four.....	39.50	39.50

Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	No. of Attachments	Price Retail	Retail Price with At- tachments
Federal Electric Co., 20 No. Wacker Dr., Chicago, Ill.							
Fedelco—35.....	General.....	Stationary, detachable...	10½.....	Universal.....	Five.....	\$24.50
Federal Suction Cleaner—34.....	General.....	Stationary, detachable...	11½.....	Universal.....	Two.....	34.50
Federal Moto-Brush—33.....	General.....	Revolving, motor driven.	13½.....	Universal.....	Nine.....	49.50
Fedelco Jr.—A.....	Hand cl.....	Stationary, detachable...	4½.....	Universal.....	13.50
Federal Jr.—B-2.....	Hand cl.....	Revolving, motor driven.	Universal.....	18.50
Federal Moto-Brush—40.....	General.....	Revolving, motor driven.	14½.....	Universal.....	59.50
Fitzgerald Mfg. Co., Torrington, Conn.							
901.....	Hand vacuum.....	2½.....	24 ft. cord.....	Brush.....	\$15.00
P. A. Geier Co., Cleveland, Ohio							
Royal Purifier.....	General.....	Floating.....	13½.....	Domestic.....	Eleven.....	\$65.00	\$75.00
Super-Royal.....	General.....	Floating.....	12.....	Domestic.....	Seven.....	48.50	58.50
Royal Princess.....	General.....	Floating.....	11.....	Domestic.....	Six.....	38.50	45.50
Royal Special.....	General.....	Floating.....	10½.....	Domestic.....	Seven.....	29.75	36.75
Royal Utility Outfit.....	Portable.....	Floating.....	11½.....	Heavy duty.....	29.50	36.00
Royalette.....	Hand cleaner.....	Floating.....	3½.....	Domestic.....	15.75
General Electric Co., Bridgeport, Conn. (See Adv. Page 105. Also Page 107.)							
G. E.—90.....	General.....	Stationary, detachable...	13½.....	General Electric...	Two sets.....	\$42.50
89.....	General.....	Stationary, detachable...	12½.....	General Electric...	35.00
85.....	Hand.....	Stationary.....	3½.....	General Electric...	13.50
103.....	General.....	Motor driven rotary.....	15.....	General Electric...	49.50
95.....	General.....	Stationary, detachable...	9½.....	General Electric...	27.50
A. C. Gilbert Co., New Haven, Conn.							
Polar Club—B 110.....	Whisk broom.....	Straight air removable...	2½.....	Universal.....	None.....	\$6.95
B 130.....	Vacuum cleaner.....	Straight air detachable...	13½.....	19.50
135.....	Combination of whisk broom and vacuum cleaner..	26.45
Graybar Electric Co., Lexington Ave. and 43rd St., New York, N. Y. (See Adv. Page 149.)							
Graybar—40, Two Speeds.....	General.....	Revolving, motor driven.	16.....	Universal.....	None.....	\$44.50
Graybar—42 Petite.....	General.....	Revolving, motor driven.	11.....	Universal.....	None.....	34.50
Graybar—44 Cleanerette.....	General.....	Stationary.....	4.....	Universal.....	None.....	14.50
Graybar Cleanerette Accessories.....	Sprayer, deodor- izer and Blower	Attachment set for Cleanerette 30.....	3.50 set
Hamilton Beach Mfg. Co., Racine, Wis. (See Adv. Page 5.)							
Hamilton Beach.....	General.....	Revolving, beating motor driven.....	15.....	Hamilton Beach...	Seven.....	\$39.50	\$45.50
Hamilton Beach.....	Straight air.....	11.....	Hamilton Beach...	Six.....	29.50	35.50
Hamilton Beach.....	Hand.....	Stationary.....	4½.....	Hamilton Beach...	Five.....	13.50	16.50
Health-Mor Sanitation Systems, Inc., 203 No. Wabash Ave., Chicago, Ill.							
Health-Mor Sanitation System.....	General.....	Stationary, detachable...	10½.....	Super royal.....	26.....	\$74.50
Hoover Company, North Canton, Ohio (See Adv. Page 34.)							
Hoover—575.....	General.....	Revolving agitator, motor driven	7-8 oz.....	Hoover.....	*Seven.....	\$63.50	\$76.00
725.....	General.....		17.....	Hoover.....	*Seven.....	79.50	92.00
900.....	General and com- mercial.....	Stationary.....	21-3 oz.....	Hoover.....	Seven.....	97.50	110.00
Dustette—100.....	Dusting.....	Stationary.....	4-4 oz.....	16.50
†With 7 attachments—\$37.75 with 4 attachments.							
Hurley Machine Co., Div. Elec. Household Utilities Corp., 22nd St. at 54th Ave., Chicago, Ill.							
Thor—93.....	Floor, rugs and carpets.....	Snap-on nozzle brush...	12½.....	Universal.....	\$34.75
Thor—91.....	Upholstery, cars, etc.....	5 in. built-in nozzle brush	3½.....	Universal.....	14.75
Landers, Frary & Clark, New Britain, Conn.							
Universal Super Vacuum—E 725.....	General.....	Straight air.....	17*.....	Universal.....	\$39.50
Universal DeLuxe—E 675.....	General.....	Straight air.....	17*.....	Universal.....	49.50
Universal—425.....	General.....	Straight air.....	17*.....	Universal.....	29.50
Universal—585.....	General.....	Motor driven.....	16.....	Universal.....	39.50
Universal Hand Cleaner—E 125.....	Hand.....	Straight air.....	4.....	Universal.....	13.50
*With attachments.							
Metal Specialties Mfg. Co., 338 N. Kedzie Ave., Chicago, Ill.							
Presto, Jr., 4 in. Nozzle.....	Utility, hand type	Revolving, motor driven.	3½.....	Universal.....	None.....	\$15.75
Morrow Co., Waukegan, Ill.							
Morrow.....	General.....	Straight air.....	11.....	{ General Electric or Westinghouse }	Eleven.....	\$64.50	\$69.50
Morrow.....	Car.....	Straight air.....	8.....		Six.....	39.50
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.							
White Cross—3.....	General.....	Stationary, detachable...	19.....	Seven.....	\$45.00	\$57.00
White Cross—4.....	General.....	Stationary, detachable...	Four.....	37.50	46.50
O. K. Machine Co., Fort Wayne, Ind.							
O. K. Vacuum Brush—A.....	Utility, hand type	Revolving, motor driven or stationary	3*.....	Robbins & Meyers.	\$19.75
O. K. Vacuum Brush—B.....	Utility, hand type		4½.....		27.50
Wayne, Jr.....	Hand type.....	Straight air.....	3.....	Robbins & Meyers.	None.....	\$13.50
Wayne, Sr.....	Hand type.....	Straight air.....	4½.....	Robbins & Meyers.	None.....	16.50	18.75
*¾-in. nozzle. †½-in. nozzle.							
Ponsell Floor Machine Co., 220 W. 19th St., New York City							
Ponsell—10.....	General.....	Comb.....	15.....	Five.....	\$40.50	\$46.00
*Floor polisher attachment \$21.00.							
Premier Vacuum Cleaner Co., 1734 Ivanhoe Rd., Cleveland, Ohio (See Adv. Page 11.)							
*Premier Duplex—99.....	General.....	Revolving, motor driven.	14½.....	Premier.....	Motor-driven floor pol- isher accessory.....	\$49.50	\$49.50
†Premier Junior—98.....	General.....	Revolving, motor driven.	9.....	Premier.....	Floor polisher.....	37.50	37.50
Premier Pic-up.....	Hand.....	Revolving, motor driven.	4.....	Premier.....	Extension handle.....	20.00	22.00
Premier Spic-Span.....	Hand.....	Straight suction.....	4.....	Premier.....	Deodorizer and blower accessories.....	15.50	15.50
*Floor polisher \$6.50 additional. †Floor polisher \$5 additional.							

Cleaners—Continued

Appliance

Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	No. of Attachments	Price Retail	Retail Price with Attachments
Scott & Fetzer Co., W. 114th St. & Locust Ave., Cleveland, Ohio							
S. & F. Sanitation System.....	Gen. and utility, convertible....	Revolving.....	13½.....	Black & Decker...	Fifteen.....	\$79.50
*Attachments are not sold separately.							
The Sweeper-Vac Co., Worcester, Mass.							
DeLuxe—30.....	Motor driven.....	14½.....	Westinghouse.....	\$62.50	\$12.00
Standard—20.....	Motor driven.....	13½.....	Westinghouse.....	42.50
Handette.....	Utility cleaner.....	3½.....	Westinghouse.....	14.50
(Standard Sweeper-Vac and Handette retail at special combination price of both for \$54.00.) *12 pce. set—\$5.00 floor polisher.							
Standard Vacuum Cleaner Mfg. Co., 1915 W. 115th St., Cleveland, Ohio							
Keystone.....	General.....	Revolving.....	12½.....	Black & Decker...	Twelve.....	\$49.50
Keystone.....	General.....	Stationary, detachable....	10½.....	Black & Decker...	Eight.....	39.50
Auto-Valet.....	Cleaning autos....	Stationary, detachable....	8½.....	Black & Decker...	Five and carrying strap	44.50
E-Z Groom.....	Grooming horses..	Stationary, detachable....	9½.....	Black & Decker...	Eleven and carrying strap	60.00
*Attachments are not sold separately.							
B. F. Sturtevant Co., Hyde Park, Boston, Mass.							
Sturtevant, 3-speed.....	General.....	Bar.....	13½.....	Sturtevant.....	Six.....	\$52.50	\$57.50
Wise-McClung Corp., New Philadelphia, Ohio							
America.....	General.....	Revolving.....	11½.....	Westinghouse.....	Eight.....	\$49.75	\$59.75
Sunshine.....	General.....	Floating, self-adjusting..	12½.....	Westinghouse.....	Eight.....	60.00	70.00
Aladdin, J. A.....	General.....	Stationary, tilt back....	12½.....	Westinghouse.....	Eight.....	55.00	65.00
Aladdin-A.....	General.....	Stationary, detachable....	10½.....	Westinghouse.....	Six.....	29.75	35.75
Sunshine, Jr.....	Utility, hand type	Floating self-adj.....	4½.....	R & M.....	None.....	16.50
Sunshine Duster.....	Utility, hand type	Floating self-adj.....	4½.....	R & M.....	None.....	19.75
Sunshine, Jr. Sanitary System.....	Floor and hand...	Floating, self-adj.....	8½.....	R & M.....	None.....	29.75
*Eastern prices.							
Westinghouse Elec. & Mfg. Co., Mansfield, Ohio							
Westinghouse—CL 203.....	General.....	Revolving, motor driven.	12½.....	Westinghouse.....	None.....	\$45.00
Westinghouse—CL 103.....	General.....	Stationary, detachable....	12.....	Westinghouse.....	None.....	37.50
Hand-vac—Hv 3.....	Hand.....	Stationary.....	3½.....	Westinghouse.....	None.....	14.50
*Floor waxing, polishing attachments for CL 103, \$12.50.							

Clocks

Manufacturer's Trade Name Model Number	Description	Retail Price
American Insulator Corp., New Freedom, Pa.		
AICO.....	Desk or boudoir, Molded lumarith, onyx, blue, black, carnelian, marble, orchid.....	\$5.95
Atlantic Clock Co., 210 Broadway, Boston, Mass.		
Universal Electric Clock—21.....	Wall, 12 in. dial.....	\$35.00
Belmont Clock Co., 2222 Diversey Blvd., Chicago, Ill.		
Desk.....	6½x4½x2½ in., 6 colors in "beetle" ware.....	\$6.00
With alarm.....	7.00
Boudoir.....	6½x4½x2½ in., walnut and black bakelite.....	4.75
With alarm.....	5.75
Brach Electric Clock Corp., 55 Dickerson St., Newark, N. J.		
105A.....	Gothic mantel, Burled walnut finished, Bakelite.....	\$5.00
110SE.....	Gothic cathedral mantel, Burled walnut finished, Bakelite.....	5.50
200.....	Tambour mantel, Black walnut finished wood.....	11.00
350.....	French Gothic mantel, Black walnut finished wood.....	9.50
400.....	Madeline Round Top mantel, Black walnut finished wood.....	8.00
600.....	Tambour mantel, Mahogany finished wood.....	7.50
700.....	French Gothic mantel, Mahogany finished wood.....	11.00
800.....	Fleur de lis mantel, Mahogany finished wood.....	9.50
900.....	Store or office wall, Mahogany or oak finished wood.....	12.50
1000.....	Store or office wall, Mahogany or oak finished wood.....	10.50
500.....	Kitchen wall, Bakelite in colors.....	5.50
110A.....	Gothic cathedral mantel, Burled walnut finish., Bakelite.....	5.50
120GE.....	Gothic cathedral mantel, Burled walnut finish., Bakelite.....	5.50
Chicago Flexible Shaft Co., Roosevelt Road and Central Ave., Chicago, Ill.		
<i>Sunbeam Eternatime</i>		
E1.....	Corsican.....	\$18.00
E2.....	Cloister.....	30.00
E3.....	Riverside.....	9.95
E4.....	Avondale.....	9.95
E5.....	Pilgrim.....	15.00
E7.....	Milan.....	26.00
E8.....	Florentine.....	23.50
E10.....	New England.....	15.00
E11.....	Standish.....	21.00
E12.....	Victorian.....	23.50
E13.....	Avon.....	20.00
E14.....	Sheraton.....	18.00
E15.....	Cathedral.....	22.50
E40.....	Standish (boudoir size).....	14.00
E41.....	Sheraton (boudoir size).....	14.25
E42.....	Avon (boudoir size).....	16.00
E43.....	Corsican (boudoir size).....	14.50
E30.....	Iris (kitchen clock).....	7.50
E31.....	Moderne (kitchen clock).....	5.50
E32.....	Prim (kitchen clock).....	8.00
E39.....	Notifier (triple purpose).....	12.50
E16.....	Mount Vernon banjo, Large.....	32.00
E44.....	Monticello banjo, Small.....	24.00
E60.....	Renaissance (chime).....	90.00
E61.....	York (chime).....	77.50
Chicago Flexible Shaft Co.,—Continued		
E20.....	Versailles (marble clock).....	40.00
E21.....	Silhouette (marble clock).....	32.00
E22.....	Canterbury (marble clock).....	26.00
E23.....	Valencia (marble clock).....	38.50
E24.....	Vincennes (marble clock).....	26.00
E25.....	Cordoba (marble clock).....	14.00
E50.....	President (17 in. dial square business clock).....	21.00
E51.....	Director (14 in. dial square business clock).....	20.00
E52.....	Senior (22 in. dial round business clock).....	21.00
E53.....	Governor (16 in. dial round business clock).....	20.00
The Cincinnati Victor Co., 712 Reading Road, Cincinnati, Ohio		
<i>Victor</i>		
C1.....	Mantel Kenilworth, 4x8x5½ in., Dark walnut.....	\$6.00
C10.....	Wall, Waverly, 5x7½ in., Blue, green or chromium.....	6.25
C15.....	Mantle, Lafayette, 3½x6½x7 in., Verde green.....	6.75
C20.....	Office, President, 12x15½x15½ in., Oak.....	18.00
C21.....	Office, Vice-President, 12x15½x15½ in., Oak.....	18.00
C25.....	Mantel, Manning, 4½x8½x9 in., Oak.....	18.75
C26.....	Mantel, Buckingham, 4½x8½x10½ in., Oak.....	18.75
C30.....	Wall, In Bilt, 5½x7½ in., chromium.....	15.00
C31.....	Wall, In Bilt, 5½x7½ in., Brushed silver.....	15.00
C32.....	Wall, In Bilt, 5½x7½ in., Antique bronze.....	15.00
C40.....	Mantle, Moderne, 4x7x5½ in., Black and chrome.....	20.00
C45.....	Mantle, Petite, 2½x4½x4½ in., Black and chrome.....	10.00
C272.....	Mantle, Wooster, 5½x10½x9½ in., Mahogany.....	22.50
C273.....	Mantle, Mt. Vernon, 6x16½x9½ in., Mahogany.....	25.00
Colonial Mfg. Co., Zeeland, Mich.		
<i>(Synchronous Type)</i>		
95S.....	Whittington, Wynchester, Westminster tubular chime.....
93S.....	Wynchester, Westminster 7-tube chime.....
91S.....	Westminster, 5-tube chime.....
24S.....	Westminster chime.....
NOTE:—These clock movements can be fitted in cases of all periods and designs ranging in price from \$32.00 to \$2,000.00.		
Electric Clock Corp. of America, 500 So. Throop St., Chicago, Ill.		
1.....	Cathedral, 7½x5½ in., Walnut Bakelite.....	\$5.00
1A.....	Cathedral, 7½x5½ in., Walnut Bakelite for adv. imprint.....	5.00
80.....	Boudoir or desk, 5½x5½ in., Walnut Bakelite.....	4.90
180.....	Boudoir or desk, 6x5½ in., Walnut Bakelite.....	5.00
191.....	Boudoir or desk, 7x5 in., Walnut Bakelite.....	7.95
340.....	Boudoir or desk, 7x5½ in., Walnut Bakelite.....	6.75
400.....	Boudoir or desk, 7x4½ in., Walnut Bakelite.....	5.00
301.....	Boudoir or desk, 6½x5½ in., Walnut Bakelite.....	7.95
302.....	Boudoir or desk, 6½x5½ in., Metallized Bakelite.....	8.75
444.....	Desk, 4x4½ in., Metal.....	2.89
341.....	Alarm, 7x5½ in., Walnut Bakelite.....	6.95
350.....	Alarm, 7x5 in., Walnut Bakelite.....	7.95
360.....	Alarm, 7½x5½ in., Walnut Bakelite.....	5.95
4.....	Kitchen Wall, 7½x9 in., Metal, green and blue.....	2.49
50.....	Kitchen wall, 9x9 in., Composition, blue, green and ivory.....	7.00
180.....	Kitchen wall, 9x9 in., Porcelain, blue, green and ivory.....	5.75
60.....	Tambour, 18x7½ in., Walnut.....	9.50

Manufacturer's Trade Name Model Number	Description	Retail Price
Electric Clock Corp.—Continued		
61.....	Tambour, 18x7 in., Walnut, two tone.....	10.00
62.....	Tambour, 18x7½ in., Walnut, two tone.....	12.00
140.....	Mantel, 16½x6 in., Antique silver.....	18.00
150.....	Mantel, 11½x12½ in., Antique silver.....	18.00
320.....	Mantel, 6x6½ in., Marble.....	25.00
321.....	Mantel, 6x6½ in., Onyx.....	25.00
330.....	Mantel, 8x13, Metal, gold finish.....	12.00
310.....	Mantel, 7½x5 in., Ebonoid.....	22.50
200.....	Office wall, 12 in. round, Metal, bronze finish.....	10.00
201.....	Office wall, 12 in. round, Metal, white enamel finish.....	13.00
202.....	Office wall, 15 in. round, Metal, bronze.....	13.00
203.....	Office wall, 15 in. round, Metal, white enamel.....	16.00
204.....	Office wall, 18 in. round, Metal, bronze.....	16.00
205.....	Office wall, 18 in. round, Metal, white enamel.....	19.00
210.....	Office wall, 15½ in. square, Wood, silver finish.....	9.00
211.....	Office wall, 15½ in. square, Wood, walnut finish.....	9.00

General Electric Co., Merchandise Division, Bridgeport, Conn. (See Adv. Page 101 also Page 107)

Kitchen Model		
Hostess—454....	Beetle molded in seven different colors.....	\$9.75
Tambour Models		
Englewood — AB 335.....	Mahogany case, Spanish high lighted finish with maple burl panels.....	12.50
Geneva—AB 558	Mahogany case, Spanish high lighted maple burl panel.....	15.00
Lynnwood — AB 557.....	Mahogany case, Spanish high lighted rope mould.....	23.00
Dorchester — AB 664.....	Mahogany case, Spanish high lighted finish.....	33.00
ABR 951.....	Honduras mahogany lacquer finish, strikes hour and half hour.....	30.00
ABR 957.....	Honduras mahogany case, lacquer finish, maple burl panels, hour and half hour strike.....	38.00
ABR 851.....	Honduras mahogany case, lacquer finish, maple burl panel, Westminster chimes.....	39.00
ABR 638.....	Honduras mahogany case, lacquer finish, Westminster chimes.....	42.00
ABR 857.....	Honduras mahogany case, lacquer finish, hour and half hour strike, Westminster chimes.....	47.00
ABR 636.....	Honduras mahogany case, lacquer finish, silver dial with etched black numerals, Westminster chimes.....	49.00
ABR 108.....	Honduras mahogany case, lacquer finish, raised numerals dial, Westminster chimes.....	58.00
ABR 150.....	Honduras mahogany case, lacquer finish, raised numeral dial, Westminster chimes.....	60.00
ABR 407.....	Honduras mahogany case, lacquer finish, silver scroll, raised numeral dial, Westminster chimes.....	80.00
Mantel Models		
Acorn—AB 533..	Mahogany case, Spanish high lighted, gold finish dial.....	15.00
Gothic—AB 328..	Mahogany finished case, Spanish high lighted, gold finished dial.....	9.75
Copely—AB 325..	Mahogany finished case, gold finished dial.....	11.00
Tudor—AB 356..	Moulded finish mottled walnut color.....	9.75
Apollo—AB 357..	Beetle case, silver dial, chrome trimmings, finished in black, ivory, red, blue and green.....	15.00
	With illuminated dial.....	18.00
Lorraine—AB 531	Mahogany case, two tone Spanish high lighted finish, gold finished dial.....	24.00
Brittany—AB 604	Mahogany case, Spanish high lighted finish, gold finished, dial.....	35.00
ABR 953.....	Honduras mahogany case, lacquer finish, etched dials hour and half hour strike.....	31.00
ABR 955.....	Honduras mahogany case, lacquer finish, etched dial, hour and half hour strike.....	36.00
ABR 853.....	Honduras mahogany case, lacquer finish, etched dial, Westminster chimes.....	40.00
ABR 855.....	Honduras mahogany case, lacquer finish, etched dial, Westminster chimes.....	45.00
ABR 634.....	Honduras mahogany case, silvered dial, etched black numerals, Westminster chimes.....	47.00
ABR 632.....	Honduras mahogany case, Spanish high lighted lacquer finish. Glass door with decorations, Westminster chimes.....	68.00
ABR 130.....	Honduras mahogany case, Spanish high lighted lacquer finished, raised numeral dial, Westminster chimes.....	74.00
Alarm Clocks		
AB 712.....	New Dura-silver metal case, illuminated dial with bright and dim control.....	\$9.95
Electric Alarm — AB 728.....	Spanish high lighted finished dial.....	12.50
Banjo Models		
Concord—AB 692	Honduras mahogany case, Spanish high lighted finish.....	19.75
Madison—AB 691	Mahogany case, decorative glass panels.....	50.00
Haverhill.....	Honduras mahogany case lacquer finish, etched numeral dial, Westminster chimes.....	90.00
Grandfather Models		
Lafayette.....	Honduras mahogany case, lacquer finish, carved front panel, Louis XV period, Westminster chimes on symphony chime tone rods.....	97.00
	Without chimes.....	65.00
Mayfair.....	Honduras mahogany case, lacquer finish, Georgian period, corner design, Westminster chimes on symphony chime tone rods.....	99.00
	Without chimes.....	67.00
Plymouth.....	Honduras mahogany case, lacquer finish, Louis XVI period, Westminster chimes on symphony chime tone rods.....	110.00
Winthrop.....	Honduras mahogany case, bird's-eye maple burl panel at top and bottom, lacquer finish, Louis XIV period, Westminster chimes on symphony chime tone rods.....	135.00
Vivienne.....	Honduras mahogany, lacquer finish, early American, Westminster and Canterbury chimes on symphony chime tone rods.....	165.00
Cambridge.....	Honduras mahogany, lacquer finish, Charles II period, Westminster chime on 4 tubular bells.....	175.00

Manufacturer's Trade Name Model Number	Description	Retail Price
General Electric Co.—Continued		
Roxbury.....	Honduras mahogany case, with lacquer finish and bird's-eye maple panels, Westminster chime on 4 tubular bells.....	225.00
Hanover.....	Honduras mahogany lacquer finish, Colonial period, chime on 5 tubular bells, moon dial.....	340.00
Middlesex.....	Honduras mahogany case, lacquer finish, moving moon dial, 1 Westminster chime on 5 tubular bells.....	360.00
	Two chimes on 7 tubular bells.....	390.00
	Three chimes on 9 tubular bells.....	420.00
Warren.....	Honduras mahogany case, lacquer finish, Georgian period, moving moon dial, Westminster chime on 5 tubular bells.....	430.00
	Two chimes on 7 tubular bells.....	460.00
	Three chimes on 9 tubular bells.....	490.00
Devonshire.....	Honduras mahogany case, lacquer finish, Colonial period, moving moon dial, Westminster chime on 5 tubular bells.....	440.00
	Two chimes on 7 tubular bells.....	470.00
	Three chimes on 9 tubular bells.....	500.00
Aristocrat.....	Honduras mahogany case, lacquer finish, Gothic design, moving moon dial, Westminster chime on 5 tubular bells.....	470.00
	Two chimes on 7 tubular bells.....	500.00
	Three chimes on 9 tubular bells.....	530.00
Commodore.....	Honduras mahogany case, lacquer finish, Georgian period, moving moon dial, Westminster chime on 5 tubular bells.....	480.00
	Two chimes on 7 tubular bells.....	510.00
	Three chimes on 9 tubular bells.....	540.00
Dawes.....	Honduras mahogany case, lacquer finish, early American design, moving moon dial, Westminster chime on 5 tubular bells.....	520.00
	Two chimes on 7 tubular bells.....	550.00
	Three chimes on 9 tubular bells.....	580.00

William L. Gilbert Clock Co., Winsted, Connecticut

Mantel		
102.....	Alcade, 8½x9½ in., Genuine walnut case, art carved.....	\$25.00
104.....	Kensington, 7½x6½ in., Mahogany finish, decalcomania trim.....	7.75
202.....	Balfour, 9x21 in., Mahogany finish, burl veneer panels.....	14.45
209.....	LaBelle, 8½x21 in., Mahogany finish, decalcomania trim.....	8.90
Wall		
301.....	Carlyle, 29 long, Mahogany finish, polished brass side rails, eash and eagle.....	18.50
304.....	Gaines, 14½ in. square, Mahogany finish.....	12.75
305.....	Kayford, 8½ in. wide, Kitchen clock, Metal case in rose, blue or green.....	7.25
306.....	Kincaid, 23½ in. long, Crystal finish in rose, blue or green, or plain mahogany; polished brass side rails, eash and eagle.....	9.45
Table		
402.....	Dunraven, 4½x6 in., Metal case, antique brass finish.....	6.75
404.....	Jacinto, 5x6½ in., Easel clock, Gold-bronze, crystal panel, decoration rose, blue or green.....	8.25
408.....	Schuyler, 3½x5½ in., Black with nickel paneled handle and feet.....	6.45
502.....	Eldridge, 4½x10½ in., Modernistic design, ebony finish.....	7.25

Hammond Clock Company, 1915 N. Western Ave., Chicago, Ill. (See Adv. Pages 12 and 13)

Synclronous Type		
Kitchen.....	Kitchen, 5½ in. dial, Five colors.....	\$7.50
Meridian.....	Mantel, chiming, 11½x9½ in., Mahogany finish.....	72.50
Colfax.....	Mantel, chiming, 9½x22 in., Honduras mahogany.....	77.50
Converse.....	Mantel, chiming, 9½x22 in., Mond. mah. Maidou burl overlays.....	82.50
Diversey.....	Mantel, chiming, 9½x20½ in., Hond. mah. Maidou burl overlays.....	82.50
Claiborne.....	Mantel, chiming, 9½x22 in., Hond. mah. carved.....	90.00
Chalmette.....	Mantel, chiming, 15x10½ in., Hond. mah. maple burl front.....	110.00
Gregory.....	Calendar, desk, Bakelite black or walnut.....	12.50
Logan.....	Desk, 4½x4 in., Bakelite brown.....	6.75
Logan.....	Alarm-boudoir, Bakelite brown.....	7.77
Oakwood.....	6½x4 in., Bakelite.....	8.75
Bichronous (Continue to run through current interruptions, but operate on synchronous principle while current is on)		
Mantel		
Glenmora.....	9½x7½ in., Walnut.....	25.00
Sherwood.....	10x7½ in., Mahogany.....	27.50
Hawthorne.....	8½x19 in., Mahogany.....	24.00
Desk		
Avondale calendar	7½x4½ in., Walnut or black Bakelite.....	16.50
Columbia.....	7½x5½ in., Brown mahogany.....	17.50
Arcadia.....	7½x5 in., Brown mahogany.....	14.50
Wall		
Clarion.....	15 in. square, Mahogany.....	22.50
Sentinel.....	18 in. square, Mahogany.....	30.00
Beacon, Junior.....	Desk, 4½x3½ in., Bakelite black or walnut color.....	3.50
Garland, Junior.....	Kitchen, 5½ in. wide, Metal case, blue, green or white.....	4.75
Hammond.....	Electric clock kit for converting spring clocks.....	9.75

Harvard Clock Co., 307 N. Michigan Ave., Chicago, Ill.

Eleclock.....	\$8.50
Buckingham.....	Grandfather.....	67.50
Dunbar.....	Tambour, walnut.....	15.00

The Hoge Manufacturing Co., Inc., 23-25 East 21st Street, New York

60.....	Chromium plated, 8x8 in., dial 5½ in. diam.....	\$4.50
50B.....	Blue, 8x8 in., dial 5½ in. diam.....	4.00
50C.....	Green, 8x8 in., dial 5½ in. diam.....	4.00
501.....	Ivory, 8x8 in., dial 5½ in. diam.....	4.00

Clocks—Continued

Appliance

Manufacturer's Trade Name Model Number	Description	Retail Price
The Ingersoll-Waterbury Co., 30 Cherry Ave., Waterbury, Connecticut		
Ambassador—117	Tambour, 19 in. long, Walnut veneer.....	\$18.50
Salisbury—118...	Tambour, 16½ in. long, Walnut veneer.....	15.00
Shelton—128...	Tambour, 17 in. long, Mahogany veneer.....	9.95
Arcadia—119...	Upright, 7½ in. high, Walnut veneer.....	15.00
Devon—125...	Tambour, 13 in. long, Bakelite.....	8.50
Watt—122...	Tambour, 20½ in. long, Mahogany or walnut veneer.....	22.50
Puritan—124...	Upright, 14½ in. high, Solid mahogany.....	18.50
Concord—121...	Banjo, 27½ in. high, Solid mahogany.....	25.00
Rotor—105...	Banjo, 24½ in. high, Basswood, mahogany finish.....	12.00
Pole—106...	Banjo, 27 in. high, Basswood, mahogany finish.....	20.00
Alarm—114...	Automatic, all-electric, 7½ in. high, black or mahogany.....	12.50
Coil Alarm—113...	Automatic, all-electric, 7½ in. high, moulded, "mahogany" or walnut.....	12.50
Coil—113.....	Without alarm, 7½ in. high, moulded "mahogany" or walnut.....	9.95
Mayflower Alarm—115.....	Automatic, all-electric, 6½ in. high, Bakelite.....	9.75
Mayflower—115...	Without alarm, 6½ in. high, Bakelite.....	8.50
Bryn Mawr—120...	Boudoir clock, 4½ in. high, "Marbelette" in four colors.....	7.95
Current—112...	Boudoir clock, 5½ in. high, moulded metal in five color combinations.....	7.95
Shell—126.....	Kitchen clock, 7½ in. diameter, moulded case, green.....	7.50
Spark—109.....	Kitchen clock, 9½ in. diameter, blue, green and white.....	9.75
Switch—111.....	For schools, offices, etc., 12½ in. diameter, metal case.....	15.00
Fuse—110.....	For schools, offices, etc., 14 in. diameter, basswood, "mahogany or white".....	17.50
Magnet—108...	For schools, offices, etc., 9½ in. diameter, solid oak, basswood, mahogany finish, white enamel.....	14.00
Field—131.....	For schools, offices, etc., 13 in. diameter, solid mahogany.....	18.50

E. Ingraham Co., Bristol, Conn.

C154.....	Mantel, mahogany.....	\$9.00
C143.....	Mantel, two-tone maple.....	8.00
C140.....	Mantel, mahogany.....	14.00
T135.....	Mantel, mahogany and inlaid walnut.....	15.00
T62.....	Tambour, mahogany.....	13.00
D157.....	Tambour, mahogany with maple inlay.....	10.00
D44.....	Boudoir, walnut and satinwood.....	11.00
C136.....	Boudoir, mahogany.....	7.00
K127.....	Boudoir, mahogany.....	11.00
K131.....	Kitchen, enamelled wood, 3 colors.....	6.00
H153.....	Kitchen, enamelled wood, 3 colors.....	6.00
H158.....	Hanging, mahogany, 14½ in. sq.....	12.00
T98.....	Hanging, mahogany, 12 in. sq.....	10.00
	Tambour, mahogany with maple inlay.....	12.00

Chauncey Jerome, Inc., 500 Fifth Avenue, New York City

<i>Chimes</i>		
Durham.....	Mantel, Mahogany.....	\$75.00
Cobalt.....	Tambour, Mahogany.....	75.00
Turin.....	Mantel, Mahogany.....	65.00
Duna.....	Tambour, Mahogany.....	55.00
Afton.....	Tambour, Mahogany.....	55.00
Oban.....	Tambour, Mahogany.....	45.00
Saxony.....	Mantel (Gothic), Mahogany.....	42.50
Wilton.....	Banjo, Mahogany.....	85.00
<i>Strikes</i>		
Norwich.....	Banjo, Mahogany.....	65.00
Carlisle.....	Tambour, Mahogany.....	27.50
Browning.....	Tambour, Mahogany.....	32.50
Byron.....	Mantel (Gothic), Mahogany.....	32.50
Shell.....	Mantel, Mahogany.....	35.00
Farmington.....	Mantel (Colonial), Mahogany.....	35.00
<i>Electric Alarms</i>		
Sentry.....	Mantel (Gothic), Mahogany.....	15.00
Provost.....	Tambour, Mahogany.....	15.00
Barclay.....	Boudoir, Ivory, mahogany and green.....	10.00
<i>Timepieces</i>		
Grafton.....	Banjo, Mahogany.....	40.00
Earl.....	Mantel, Mahogany.....	25.00
Lomond.....	Tambour, Mahogany.....	20.00
Bering.....	Boudoir (Gothic), Mahogany.....	15.00
Belfort.....	Boudoir (Doric), Mahogany.....	15.00
Banff.....	Tambour boudoir, Mahogany.....	15.00
Steward.....	Square kitchen, Ivory or green.....	10.00
Registrar.....	8 in. dial, 10½ in. sq. case office clock, Mahogany.....	15.00
(All of the aforementioned models are sub-synchronous, jewelled, self-starting electric clocks.)		
<i>Electric Timepieces Non-self-starting (motor)</i>		
Rigel.....	Tambour, Mahogany.....	15.00
Polaris.....	Boudoir (Gothic), Mahogany.....	12.50
Vega.....	Boudoir (Doric), Mahogany.....	12.50
Canopus.....	Tambour boudoir, Mahogany.....	12.50
Aleor.....	Square kitchen, Ivory or green.....	8.50

Irving Miller & Co., 1150 Broadway, New York City

<i>(Synchronous Type)</i>		
	Kitchen, green, blue, ivory enamel.....	*\$4.00
	Boudoir, Green, blue, rose, ivory enamel and silver plated.....	*4.00
	Boudoir Alarm, Green, blue, rose, ivory enamel and silver plated.....	*5.00
	Living Room, Genuine walnut and mahogany.....	*6.00

*And up.

Naxon Electric Clock Co., 1113 N. Franklin St., Chicago, Ill.

Naxon Kitchen.....	Pastel green and ivory dark green and apple.....	
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New Jersey Clock Co., 443 S. Tenth St., Newark, N. J.

<i>(Synchronous Type)</i>		
W10.....	Chronart, Windmill clock, American porcelain plate with scene in colors.....	\$7.75
Clocks in porcelain and composition cases for wall and mantel, ranging in price from \$5.50 to \$9.95.		

Manufacturer's Trade Name Model Number	Description	Retail Price
The New Haven Clock Co., New Haven, Conn.		
<i>(Synchronous Type) New Haven-Westinghouse Motor</i>		
<i>Alarm Clocks</i>		
NHW 611-1A...	El Artlm, Plain dial, mahogany moulded case.....	\$7.95
NHW 611-2A...	El Artlm, Radium dial, mahogany moulded case.....	9.45
NHW 611-3A...	Iv. Artlm, Plain dial, Beetle case.....	8.50
NHW 611-4A...	Gr. Artlm, Plain dial, Beetle case.....
NHW 611-5A...	Bl. Artlm, Plain dial, Beetle case.....
NHW 611-6A...	Grenadier, Artlm in antique mahogany wood case.....	11.75
<i>Special Business Builders (with Whitehead 60 RPM. Motor)</i>		
NHW 611-44T to 48T.....	Brenton, G. B. W.....	5.00
NHW 611-57T to 54T.....	Deb., same as Que Tee.....	5.00
NHW 611-55T to 54T.....	Bedford, G. B. W.....	6.00
NHW 611-56T.....	Almak, same as Tambour No. 90.....	10.00
	Altair, same as Warwick.....	12.00
<i>Timepieces—Boudoir Models</i>		
NHW 611-13T...	Lady Joan, Small mantel moulded case.....	9.75
NHW 611-29T...	Penrose, Mahogany wood Doric.....	12.50
NHW 611-24T...	Milo, Small tam. antiq. finish solid mahogany.....	12.50
NHW 611-33T...	Inca, Small tam. gothic, solid mahogany case.....	12.50
<i>Kitchen Models</i>		
NHW 611-30T...	Wales, Beetle, kitchen, green.....	9.75
NHW 611-31T...	Wales, Beetle, kitchen, blue.....	9.75
NHW 611-32T...	Wales, Beetle, kitchen, ivory.....	9.75
NHW 611-38T...	Preston, Jade green and black Catalin.....	17.50
NHW 611-39T...	Palas, Jade green and black Catalin.....	17.50
<i>Commercial (Time)</i>		
NHW 611-20T...	Equity, 12 in. sq. wall type, mahogany finish.....	17.50
NHW 611-22T...	Adjutant, 12 in. office, octagon wall type, mahogany fin.....	17.50
NHW 611-36T...	Mohawk, 16 in. oak or mah. case with 14 in. white dial.....	24.00
NHW 611-37T...	Referee, Wall type for school or office.....	22.50
<i>Banjo Models (Time)</i>		
NHW 611-25T...	Lowell, Banjo, mahogany finish.....	17.50
<i>Mantel (Time)</i>		
NHW 611-26T...	Paragon, Tambour, mahogany.....	15.00
<i>Radio Switch</i>		
NHW 611-28T...	NH radio time switch, Combination elec. and time switch.....	12.50
<i>Striking Clocks</i>		
NHW 611-61S...	Romance, Tambour model, walnut.....	25.00
NHW 611-62S...	Valley Forge, Upright, red mahogany finish.....	25.00
NHW 611-63S...	Pelham, Tambour model, walnut.....	27.50
NHW 611-64S...	Plymouth, Banjo, mahogany finish.....	30.00
NHW 611-65S...	Antares, Banjo antique, mahogany.....	45.00
NHW 611-66S...	Mentor, Upright doric, light, antiq. mahogany.....	29.00
NHW 611-67S...	Elwood, Upright gothic, light antiq. mahogany.....	27.50
<i>Chiming Clocks</i>		
NHW 611-98C...	Montealm, Upright doric, light antiq. mahogany.....	37.50
NHW 611-99C...	Reverie, Tambour model, light antiq. mahogany.....	37.50
NHW 611-100C...	Romany, Tambour model, light antiq. solid mahogany.....	42.50
NHW 611-101C...	Annapolis, Banjo, antiq. mahogany.....	55.00
NHW 611-102C...	Veepers, Tambour model, walnut.....	50.00
NHW 611-103C...	Cloister, Upright, mantel, antiq. mahogany.....	75.00
<i>Special</i>		
NHW 611-97C...	Cavalier, Tambour model, antiq. mahogany.....	35.00
<i>Advertising Clocks</i>		
NHW 611-40T...	Equity, Mahogany finish 12 in., sq. with adv. frame....	20.00
NHW 611-41T...	Referee, Mahogany, rectangular.....	22.50
NHW 611-42T...	Referee, Oak, rectangular.....	22.50
NHW 611-43T...	Saturn, Oak, large wall of Saturn type.....	25.00
<i>Fit-Up Movements</i>		
NHW 611-34T...	Ready to insert in old clock complete with mahogany bracket and set of hands.....	10.00
NHW 611-68S...		20.00
NHW 611-104C...		30.00

Revere Clock Co., McMillan at Dover St., Cincinnati, Ohio

<i>Chime Clocks, Synchronous Type (Telechron motored)</i>		
<i>Westminster Chime</i>		
R-601.....	Tambour, Mahogany Colonial.....	\$44.00
R-612.....	Tambour, Mahogany Sheraton Colonial.....	58.00
R-614.....	Tambour, Mahogany Sheraton Colonial.....	60.00
R-616.....	Upright, Mahogany Gothic.....	72.00
R-624.....	Upright, Mahogany Gothic.....	55.00
R-628.....	Upright, Walnut Moderne.....	52.00
R-632.....	Upright, Mahogany Early American.....	68.00
*R-802.....	Tambour, Mahogany Colonial.....	39.00
*R-804.....	Upright, Mahogany Gothic.....	40.00
*R-806.....	Tambour, Mahogany Colonial.....	43.00
*R-808.....	Upright, Mahogany Gothic.....	45.00
*R-810.....	Tambour, Mahogany Colonial.....	47.00
*These clocks can also be fitted with the hour and half four strike movement at \$9.00 less than above prices.		
Decatur.....	Wall, Mahogany Colonial.....	68.00
R-146.....	Tambour, Mahogany Louis XVI.....	65.00
R-154.....	Mantel, Mahogany Early American.....	75.00
R-148.....	Ship, Mahogany Brass Orn.....	89.00
Newton.....	Banjo, Mahogany.....	90.00
Plymouth.....	Floor, Mahogany Louis XVI.....	110.00
Winthrop.....	Floor, Mahogany Louis XIV.....	135.00
*Mayfair.....	Floor (corner clock), Mahogany Georgian.....	99.00
*Lafayette.....	Floor, Mahogany Louis XV.....	97.00
*These clocks can also be fitted with time movement at \$32.00 less than above prices.		
<i>Westminster and Canterbury Chimes</i>		
R-409.....	Tambour, Mahogany Sheraton Colonial.....	75.00
R-411.....	Tambour, Mahogany Louis XIV.....	80.00
R-415.....	Tambour, Mahogany Louis XVI.....	85.00
R-434.....	Tambour, Satinwood Louis XVI.....	95.00
R-438.....	Upright, Walnut Queen Anne.....	90.00
R-440.....	Upright, Mahogany Louis XVI.....	150.00
Rosemary.....	Floor, Mahogany Colonial.....	140.00
Vivienne.....	Floor, Mahogany Early American.....	165.00
<i>Westminster Tubular Chimes</i>		
Hanover.....	Floor, Mahogany Colonial.....	265.00
Jefferson.....	Wall, Mahogany Colonial.....	120.00
Midland.....	Floor, Mahogany Georgian.....	200.00
Dover.....	Floor, Mahogany Louis XVI.....	290.00

Manufacturer's Trade Name Model Number	Description	Retail Price
Revere Clock Co.—(Continued)		
Trinity.....	Floor, Mahogany Colonial.....	197.00
Lynn.....	Floor, Mahogany Colonial.....	250.00
Cambridge.....	Floor, Mahogany Charles II.....	175.00
<i>Tubular Chime, Westminster, Canterbury and Whittington</i>		
Hancock.....	Floor, Mahogany Colonial.....	*240.00
Orme.....	Floor, Mahogany Gothic.....	*280.00
Lexington.....	Floor, Mahogany Gothic.....	*400.00
Charles II.....	Floor, Mahogany Charles II.....	*540.00
Hamilton.....	Floor, Mahogany Sheraton colonial.....	*400.00
Caleb Davis.....	Floor, Mahogany Colonial.....	*350.00
Roxbury.....	Floor, Mahogany Colonial.....	*225.00

*Prices indicate Westminster chime only; two and three-chime combinations, Westminster, Canterbury and Westminster, Canterbury and Whittington combinations approximately \$30.00 and \$60.00 higher for respective combinations. Many models listed above may also be had pierced gold dial with moving moon at small extra cost.

Rex Art Products Co., 429 West Superior St., Chicago, Ill.		
<i>Glo-Clock</i>		
Comb. Clock and lamp for desk or boudoir.....	Polished Belgian glass dial with diffused light..	\$12.50 to 20.00

The Sangamo Clock, Thomaston, Conn. (See Adv. Page 124)		
<i>Synchronous Electric Clocks</i>		
Scottie.....	Upright, Colored.....	\$9.75
Stowell.....	Upright, Mahogany.....	9.75
Selkirk.....	Tambour, Mahogany.....	11.50
Sidney.....	Upright, Mahogany.....	12.50
Silverwood.....	Upright, Burled maple, hardwood and ebony panels.....	17.50
Scarsdale.....	Upright, Black and silver.....	17.50
Sibley.....	Tambour, Mahogany with burled maple panels.....	15.00
Savoy.....	Tambour, Mahogany with burled maple panels.....	17.50
Selden.....	Upright, Mahogany, burled maple front.....	15.00
Seymour.....	Upright, Walnut.....	16.50
Sargent.....	Banjo, Mahogany.....	19.50
Seaton.....	Banjo, Mahogany.....	27.50
Severn.....	Kitchen, Green or white vitreous enamel.....	9.75
Sanborn.....	Office, Mahogany.....	19.50
Steele.....	Upright, Walnut with bronze feet and handle.....	16.50
Shannon.....	Upright, Metal plated.....	11.75
Sarnia.....	Upright, Black and silver.....	9.75
Swinburne.....	Banjo, Modern.....	22.50
Sprague.....	Wall, Mahogany.....	22.50
Sturgess.....	Tambour, Metal plated.....	13.75

Sessions Clock Co., Forrestville, Conn. (See Adv. Page 145)		
<i>(Synchronous Type)</i>		
Advertiser—2.....	Office or wall, Oak.....	\$13.25
Advertiser—4.....	Office or wall, Mahogany.....	13.25
Chapel Chime—1, 2 or 3.....	Tambour, Mahogany or walnut finish with inlay.....	22.00
Elba.....	Mantel or desk, 5½x5 mahogany or walnut.....	6.75
El Bernice.....	Tambour, Mahogany or walnut finish with inlay.....	16.50
El Copley.....	Mantel, 15½x9½ solid mahogany.....	17.25
El Dorado.....	Banjo, Maple, walnut, green or ivory.....	11.75
El Doric.....	Mantel or desk, 8x7½ mahogany or walnut.....	10.00
Electra.....	Tambour, Mahogany or walnut with inlay.....	11.75
Elf.....	Kitchen or wall, Blue, green, ivory, walnut, mahogany or white.....	7.25
El Gothic.....	Mantel, 9x7½ mahogany or walnut with inlay.....	10.00
Elkins.....	Tambour, Mahogany or walnut with inlay.....	9.50
El Kit.....	Kitchen or wall, Green, blue, white or ivory.....	6.25
Elmhurst.....	Wall, 11 in. sq. Mahogany, oak, walnut or white.....	10.00
Elmworth.....	Banjo, Mahogany with burl panels.....	20.00
El Mode.....	Boudoir or desk, 6½ in. sq. Genuine mahogany or walnut.....	10.00
El Paso.....	Tambour, Mahogany or walnut with inlay.....	17.25
El Patio.....	Wall, 16½ in. sq. Mahogany, oak or walnut.....	12.50
Elmore.....	Tambour, Mahogany.....	7.95
Elwyn.....	Boudoir or desk, 5½x5 in. mahogany or walnut with inlay.....	6.75
Westminster—20A, 20B or 20C.....	Tambour (all elec. West. chime), Mahogany with inlay.....	28.50
Westminster—24.....	Upright model, Genuine mahogany hand carved.....	64.50
Westminster—26 or 27.....	Tambour, Genuine mahogany with burl panels.....	35.00
Westminster—28.....	Upright, Genuine mahogany.....	36.75
Westminster—29.....	Upright, Genuine mahogany with burl panel.....	39.00
El Bonito.....	Tambour, Mahogany or walnut finish, 2 rod chimes.....	16.50
Westminster, 20D.....	Walnut finish with overlay.....	29.50
Special X.....	Tambour, 18 in. long, mahogany or walnut finish.....	9.75

Stanford Products Ltd., 1663 Mission St., San Francisco, Cal.		
<i>Synchronous Type—Alarm, Calendar and Chime Models</i>		
300M.....	Table, Black and walnut, Bakelite.....	\$3.65
310M.....	Alarm, Black and walnut, Bakelite.....	5.95
250M.....	Table, Black and walnut, Bakelite.....	4.65
260M.....	Alarm, Black and walnut, Bakelite.....	6.65
200M.....	Table, Black and walnut, Bakelite.....	5.65
210M.....	Alarm, Black and walnut, Bakelite.....	7.95
100M.....	Table, Black and walnut, Bakelite.....	9.75
110M.....	Alarm, Black and walnut, Bakelite.....	11.95
120M.....	Calendar, Black and walnut, Bakelite.....	12.75
130M.....	Calendar, w/selective alarm, Black and walnut, Bakelite.....	14.95
400M.....	Kitchen wall clock, Walnut, green, yellow, blue, Bakelite.....	7.50
420M.....	Kitchen wall clock, w/calendar, Walnut, green, yellow, blue, Bakelite.....	12.75
100D.....	Table, Black and walnut, Bakelite.....	11.95
110D.....	Alarm, Black and walnut, Bakelite.....	13.95
120D.....	Calendar, Black and walnut, Bakelite.....	14.95
130D.....	Calendar, w/selective alarm, Black and walnut, Bakelite.....	16.95
400D.....	Kitchen wall clock, Walnut, green, yellow, blue.....	9.95
420D.....	Kitchen wall clock, Calendar, walnut, green, yellow, blue.....	14.95
500D.....	Clock, Walnut, wood case.....	14.95
550D.....	Calendar, Walnut, wood case.....	17.95
525D.....	Clock, Walnut, wood case.....	24.95
680D.....	Tambour, Walnut, wood case.....	23.95
645D.....	Tambour, Westminster chime, Walnut, wood case.....	39.95

Manufacturer's Trade Name Model Number	Description	Retail Price
Stanford Products, Ltd.—(Continued)		
665D.....	Tambour, Westminster chime, Walnut, wood case.....	49.95
1000D.....	Commercial wall clock, Walnut, wood case.....	23.95
1100D.....	Commercial wall clock, Walnut, wood case, Calendar.....	36.95
M—Indicates Monokron single motor. D—Indicates Duokron dual motor.		
Alarm—Indicates 24-hour automatic.		
Calendar—Indicates 4-year automatic.		

United States Elec. Mfg. Co., 222 W. 14th St., New York City		
<i>Usalite</i>		
Lantern, 800....	Lantern, Dark walnut.....	\$5.75
Mantela, 701....	Gothic mantel, Antique silver moss bronze.....	8.95
Suspan, 702....	Mantel, Antique silver, moss bronze.....	8.95
Sunaprite, 709....	Mantel, Antique silver, moss bronze.....	12.95
Enchantress, 711....	Art object, silver and ebony.....	14.95
Tambrette, 801....	Tambour, dark walnut.....	6.45
Archwood, 802....	Tambour, dark walnut.....	8.75
Wingdale, 714....	Kitchen, canary, delf blue, mandarin red, jade.....	4.25
Deauville, 710....	Modern, silver and ebony.....	8.75
Morpheus, 712....	Boudoir or desk, antique silver, old gold, ivory, green, rose, orchid.....	3.75
	With alarm.....	5.25
Tower, 704....	Modernistic, antique silver, silver and ebony.....	6.75
Metropolis, 703....	Modern architectural, antique silver, ivory.....	5.95
Atlas, 700....	Art object, antique silver, moss bronze, bronzed jade, moss ebony, ivory.....	7.95
Hepplewhite, 708....	Period, antique silver, jewelled gold, ivory.....	6.95
Malbourne, 707....	Modernized roman, antique silver, old gold, ivory, Nile green, rose, orchid.....	3.95
	With alarm.....	5.45
Hampton, 705....	Modernized Gothic, antique silver, jewelled gold, moss ebony, ivory, Nile green, rose, orchid.....	4.95
	With alarm.....	5.45

Universal Clock Corp., 200 Lincoln Ave., Bronx, N. Y.		
Currenttime, 231..	Modern Gothic design, antique bronze, silver, old gold or colored enamel. Dial satin finished aluminum under dome crystal.....	\$5.95

Waltham Watch Co., Waltham, Mass.		
<i>(Synchronous Type) 50 or 60 cycle</i>		
Waltham.....	Household.....	\$10.00 to 45.00
<i>(Electrically Wound Type)</i>		
Waltham.....	Automobile.....	20.00

Warren Telechron Company, Ashland, Mass. (See Adv. 2nd Cover)		
<i>(Synchronous Type)</i>		
326.....	Table or desk, 5½x5½ in. mahogany, Spanish high-lighted with four tone inlay border.....	\$11.00
327.....	Table or desk, 7½x5½ in. mahogany, Spanish high-lighted with satinwood panel.....	9.75
Jeffrey—334.....	Tambour, 5½x10½ in. mahogany, Spanish high-lighted	18.00
336.....	Tambour, 5½x13 in. mahogany, Spanish high-lighted with satinwood ornaments.....	12.50
Cathedral—355.....	Mantel or Table, 7½x5½ in., moulded case, mottled walnut color.....	9.95
357.....	Table or desk, 7½x4½ in. Beetle case with chrome metal feet and handle.....	15.00
Diana—358.....	Table or desk, Same as No. 357 (Illuminated) 7½x4½ in. Desk or boudoir (Illuminated), 6½x5½ in. mahogany, two-tone Spanish high-lighted.....	18.00
370A.....	Desk or boudoir (Illuminated) etched dial, 6½x5½ in. mahogany, two-tone Spanish high-lighted.....	20.00
Modernique—431A.....	Mantel or table, 7½x5½ in. metal case, brushed gold finish, with shaded plane effects.....	21.00
Modernique—431B.....	Mantel or table, 7½x5½ in. metal case, black and purple chrome enamel finish with shaded plane effects.....	55.00
Hostess—454.....	Kitchen wall model, 7½x7½ in. Beetle moulded case white, green, ivory, orange, blue, yellow and black..	50.00
Surrey—528.....	Mantel, 9½x7½ in. mahogany finished case.....	9.75
Surrey—528A.....	Wall (Same as 528 with bracket) 15½x8½ in. mahogany finished case.....	30.00
530.....	Mantel or table, 9½x6 in. mahogany case with inlay..	33.00
532.....	Table or desk, 8½x6½ in. mahogany, Spanish high-lighted with lacewood panels.....	30.00
559.....	Tambour, mahogany, Spanish high-lighted with lacewood panels 7½x17½ in.....	15.00
560.....	Tambour, 7½x17½ in. mahogany, Spanish high-lighted with satinwood panels and carved center ornament.....	22.50
605.....	Mantel or table, 11½x8½ in. mahogany and gold trimmings.....	40.00
606.....	Mantel or table, 11½x8½ in. mahogany, Spanish high-lighted with satinwood panels and carved center ornament.....	29.50
666.....	Tambour, 8½x20 in. mahogany, Spanish high-lighted with carved base.....	29.50
Bullfinch—694.....	(Half-size banjo) height 20½ in.—Scene, Early American Clipper.....	19.75
Telalarm—711.....	Boudoir or table, Alarm (illuminated dial), Dura-silver-alloy case, non-tarnishing with moulded black Bakelite base 5x4½ in.....	9.95
Alden—727.....	Table or desk (Same as 327) (Alarm) 7½x5½ in. mahogany, Spanish high-lighted with satinwood panel.....	12.50

Square Wood-Case Telechron Clocks				
Number	Size, In. Sq.	Dial, In.	Oak	Mahogany
908	10½	8	\$18.00	\$20.00
910	13	10	20.00	22.00
912	15½	12	22.00	24.00
915	19	15	28.00	30.00
918	23	18	38.00	42.00
924	30	24	75.00	80.00
Sweep second hand on 8, 10, 12, 15 in. dials. Mahogany cases with Spanish high-lighted finish.				

Clocks—Continued

Appliance

Manufacturer's Trade Name Model Number	Description	Retail Price
Warren Telechron Co. (Continued)		
<i>Round Metal-Case Telechron Clocks</i>		
Number	Size, In. Dial, In. Dia.	Statuary Bronze
108	12 8	\$16.00
110	14 10	18.00
112	16½ 12	20.00
115	19½ 15	25.00
118	24 18	35.00
124	30½ 24	75.00
Sweep second hand on 8, 10, 12, 15 in. dials.		

Manufacturer's Trade Name Model Number	Description	Retail Price
Western Clock Co., La Salle, Ill.		
820.....	Big Ben electric alarm, Black composition, chromium trimming.....	\$8.75
830.....	Big Ben electric alarm, Black composition, luminous dial.....	10.00
840.....	Big Ben electric alarm, Solid mahogany inlaid.....	12.50
Westinghouse Electric & Mfg. Co.—See New Haven Clock Co.—Page 56		
(See Adv. Pages 22-3-155)		

Cookers

Trade Name, Model, and Type	Size, In.	Utensils	Heating Unit, Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
Aluminum Goods Mfg. Co., Manitowoc, Wis.							
Mirro Electric Cooker.....		7-10 qt.....	210-750.....				\$11.50 11.95
Cook Electric Heating Co., 717 Frankford Ave., Cleveland, Ohio—(See Adv. Page 146)							
Cooks—1, Double Boiler.....	8.....		660.....	None.....	Aluminum.....	5.....	\$12.50
Cooks Cooker.....	16x17.....	14 qt.....	1,000.....		Aluminum.....	11-25-Y	65.00
Excel Electric Co., Muncie, Ind.							
Excel—A, Fireless.....	22x13½-in., round, 1-well...	1-6 qt., 1-2 qt., 1 pie-pan and rack.....	Upper, 250, lower, 410	2-heat plug.....	Colors.....	35	\$17.50
B, Fireless.....	1-well, round.....	2-2 qt. and rack.....	1-550.....	2-heat plug.....	Colors.....	12½ net.	7.50
Griswold Mfg. Co., Erie, Pa.							
Oven 1E Solid Door.....	7½x10½x11.....	None.....	2-450.....	2-heat switch...	Gray baked enamel....	28	\$14.80
Also 2E with glass door, \$14.95			((Chromel A, Chromalox))				
The Hanks Craft Co., 121 N. Dickinson St., Madison, Wis.—(See Adv. Page 14-15)							
Hankscraft.....	Auto. oper. by water contact				Green.....		\$14.75
Landers, Frary & Clark, New Britain, Conn.							
Universal							
Casserole Cooker—E-98941...	4½ in. inside oven height, 10½ in. round.....	2 utensils.....	1-650.....	3-heat switch...	Nickel stove alum. oven	15	\$17.50
Table Stove Oven—E-41.....	10½x4½.....	None.....	None.....	None.....	Aluminum.....	9	6.75
E-9602.....	13½x9-in., round, 1 well...	2-1 qt., 1-2 qt.....	500.....	2-heat plug.....	Black enamel with orange bands.....		9.95
National Stamping & Electric Works, 3212 W. Lake St., Chicago, Ill.							
White Cross—							
160, Pressure Waterless.....	{ 12½x12 in. 3 compartment	None 10 qt.....	1-550.....	3-heat switch...	Aluminum.....	5½ net	\$10.00
161, Pressure Waterless.....	{ 10-qt. capacity.....						12.00
Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio							
Standard—101, Fireless.....	13x13x20, 1-well.....	1-5 qt., 1-3 qt.....	1-660.....	Time, \$15 extra	Black enamel.....	60	*\$28.00
201, Fireless.....	13x25x20, 2-wells.....	1-5 qt., 1-3 qt., 1-8 qt.	2-660 each.....	Time, \$15 extra	Black enamel.....	105	†\$50.00
302 Fireless Cooker Range	18x27-in., 1-well, oven 10x12x12-in.....	1-5 qt., 1-3 qt.....	1-660 cooker, 1-660 cooking top, 2-660 oven	Time on cooker \$15 extra....	Black enamel.....	125	†\$65.00
16, Oven.....	16x11x13.....	None.....	2-660 watts.....	None.....	Black enamel.....	95	†\$50.00
19, Oven.....	19x11x13½.....	None.....	2-1,200.....	None.....	Black enamel.....	110	†\$65.00
*White porcelain \$30.00.	†White porcelain \$55.00.	‡White porcelain \$71.50.					
Swartzbaugh Mfg. Co., Toledo, Ohio							
Everhot-Fireless—EC-1.....	19x16x30-in., 1-well.....	2 bake pans, 1-4 qt., 3-2 qt.....	850 high, 210 low....	3-heat switch...	Gray lacquer.....	105	\$28.50
EC-6.....	Round, 13½x13-in., 1-well...	1-4 qt., 1-½ rd.....	850 high, 1-210 low...	Plug 2-heat....	Chrome finish.....	30	21.00
EC-Jr.-10...	1-well, 13½x10-in., round...	1-2 qt., 1-½ rd.....	450 high, 1-100 low...	Plug 2-heat....	Chrome finish.....	17	10.00
Ideal-Fireless—ID-11.....	1-well, 13½x10-in., round...	2-2 qt. tongs.....	450 high, 1-100 low...	Plug 2-heat....	Alum. bronze finish....	17	8.50
ID-12.....	1-well, 13½x10-in., round...	1-2 qt., 1-½ rd., rack and pans.....	450 high, 100 low....	Plug 2-heat....	Nickel steel.....	18	9.50
Everhot-Fireless—EC-15.....	Round, 15x12-in.....	2 pans.....	660 high, 140 low....	2-heat.....	Chrome.....		15.00
Thermostove Corp., Ltd., 153 13th St., Oakland, Cal.							
Thermostove—Plain Top.....	12½x10½x10.....		660.....	Automatic.....	Blue, green, gray.....		\$42.50
Hotplate Top.....	12½x10½x10.....		660 inside, 750 top....	Automatic.....	Blue, green, gray.....		47.50

Corn Poppers

Trade Name, Model, Size and Consumption	Special Features	Retail Price	Trade Name, Model, Size and Consumption	Special Features	Retail Price
Bersted Manufacturing Co., Chicago, Ill.					
Tip Top			Dominion Elec. Mfg. Co., (Continued)		
303 Corn Popper.....	Satin chrome finish.....	\$2.50	Justrite		
302 Corn Popper, glass top.....	Chrome finish.....	5.95	210—BIK.....	No cord and plug.....	1.25
301 Corn Popper.....	Nickel finish.....	2.95	211—NKI.....	No cord and plug.....	1.50
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			212—Chrome.....	Separable cord and plug.....	2.25
915—IW, Pop Corn Popper.....		\$3.50	Excel Electric Co., Muncie, Ind.		
Cannon Oiler Company, Keithsburg, Ill.			Economy		
Kwikpop			660—W., ½ Gal. Corn in 5 Min....	Blued steel.....	\$1.00
6-in. high, 8½-in. diam., 660 watt..	Replaceable element, pistol blue.....	\$1.50	Excel		
	Nickel.....	2.75	660—W., ½ Gal. Corn in 5 Min....	Nickel.....	2.25
Dominion Elec. Mfg. Co., 712-22 Ontario Ave., W., Minneapolis, Minn.			990—W., 75 Bags per Hour.....	Hand model.....	59.50
Domino			990—W., 75 Bags per Hour.....	Motor model.....	99.50
75, 8½x10½ in.....	New side handles, agitator knob, separable cord and plug.....	\$3.50 and 3.00	Gobar Products, 1435 Merchandise Mart, Chicago		
			3-Minute Popper.....	Pistol blue finish.....	\$1.00

Trade Name, Model, Size and Consumption	Special Features	Retail Price
O. S. Keene Machine Co., 1435 Merchandise Mart, Chicago, Ill.		
E-Z.....	3 qt., nickel, or pistol blue finish with nickel trim.....	\$1.50
E-Z.....	3 qt., nickel.....	2.50
Knapp Monarch Co., St. Louis, Mo.—(See adv. page 137)		
Monarch—100, Portable.....	2½ qt., 375 watts, blue metal.....	\$1.50
Monarch—110, Portable.....	2½ qt., 375 watts, nickel.....	2.00

Trade Name, Model, Size and Consumption	Special Features	Retail Price
National Stamping & Electric Works, 3212 West Lake Street, Chicago		
White Cross 990—10x7½ in., ½ Gal. Corn in 5 Min.....		\$2.00
Superior Electric Products Co., 1300 South Thirteenth St., St. Louis, Mo.		
Superior 800—Super Electric.....		\$1.75
800—NC.....	No cord, with terminal pins.....	1.50
800—CS.....	Separable cord set.....	2.00

Curling Irons

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.—(See adv. page 16)			
Torrid C4811, Curling iron, snap switch in octagonal handle.....	9½ in. ⅜ in. Permanent	White, blue, green, red, yellow.....	\$1.50
C1811, Curling iron, snap switch in round handle.....	9½ in. ⅜ in. Permanent	White, blue, green, red, yellow.....	1.50
C1310, Curling Iron.....	9½ in. ⅜ in. Permanent	Black, white, blue, green, red, yellow.....	1.00
C9611, Junior Marcel Waver....	9½ in. ⅜ in. Permanent	White, rose, blue, green..	1.50
C1011, Detachable Cord Curling Iron, Junior.....	9½ in. ⅜ in. Detachable	White, rose, blue, green..	1.50
C6811, Detachable Cord Curling Iron, Senior.....	11 in. ½ in. Detachable	White, rose, blue, green..	1.95
C3511, Beauty Kit: waver rod, curler, clamp, marcel clamp and drying comb.....	10 in. ⅜ in. Detachable	White, rose, blue, green..	2.50
C2911, Hairdressing Set: Waver Rod, Curler Clamp, Drying Comb, Marcel Clamp.....	9½ in. ⅜ in. Permanent	White, blue, green, red, yellow.....	1.65
Bersted Manufacturing Co., 520 W. 65th St., Chicago, Ill.			
110, Bersted Curling Iron.....		Red, green, blue, ivory..	\$1.00
115, Bersted Curling Iron.....		Red, green, blue, ivory..	1.50
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			
Betsy Ross 522B, Betsy Ross Curler.....		Detachable plug, black handle.....	\$2.00
522W, Betsy Ross Curler.....		White handle.....	2.00
522V, Betsy Ross Curler.....		Orchid handle.....	2.00
23B, 4 Price Combination.....		Set colors.....	2.50
24W, Betsy Ross Marcel Waver.....		White handle.....	2.00
106, Betsy Ross Curling Iron....			1.05
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West Minneapolis, Minn.			
Dominion 18, Curling.....	Detachable....	Blue or white, pink....	\$1.00
15, Curling.....	Permanent....	Blue or white, pink....	1.40
14, Curling.....	Permanent....	Black.....	1.00
19, Curling.....	9½ in., permanent.....	White, pink, blue.....	1.75
20, Hairdressing Set.....	Marcel curler, drying comb.....	Black.....	1.75
21, Junior Beauty Set.....	Marcel, curler, drying, comb, in kit roll....	White, pink, blue.....	2.50
22, Large Beauty Set.....	Marcel, curler, drying, comb, in kit roll....	White, pink, blue.....	3.95
(Elements: Chromel A and Nichrome IV)			
Edison General Electric Appliance Co., 5600 Taylor St., Chicago, Ill.			
(See adv. page 107)			
112L4†, Curling Iron.....	⅜ in.....		\$4.50
112L6†, Curling Iron.....	in.....		4.50
113L6†, DeLuxe Curling Iron....	in.....		7.50
113L10†, Curling Iron.....	in.....		4.75
112L11, Curling Iron.....	in.....		2.50
112L12, Curling Iron.....	in.....		3.50
Fitzgerald Mfg. Co., Torrington, Conn.			
Star-Rite 304B, Curler.....	Detachable....	Walnut.....	\$2.50
1004, Junior Curler.....	Permanent....	Pink, blue or ivory.....	1.00
1004, Junior.....	Permanent....	Rosewood.....	.96
1005.....	Detachable....	Pink, blue, ivory.....	1.44
1005.....	Detachable....	Rosewood.....	1.32
X-1004-A, Curler Assortment....	(6 in. box).....	Rosewood.....	5.96
X-1004, Curler Assortment.....	(12 in. box).....	Assorted colors.....	11.92
Hairdressing Sets			
1004 Set (Curler, Waver, Drying Comb).....	Permanent....	Rosewood.....	1.25
		Blue.....	1.45
1005 Set (Curler).....	Detachable....	Rosewood.....	1.60
		Blue.....	1.75
(Element: Nichrome)			
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.			
E50.....	20 watts.....		\$0.95
E52.....	20 watts.....		1.20

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Knapp Monarch Company, St. Louis, Mo.—(See adv. page 137)			
10, Monarch.....	Permanent...	Red, green, ivory.....	\$1.00
15, Monarch.....	Detachable...	Red, green, ivory.....	1.50
Landers, Frary & Clark, New Britain, Conn.			
Universal E9801, Curling.....	10½ in. ⅜ in. Detachable	Mahogany.....	\$3.25
98011, Curler with Comb.....	10½ in. ⅜ in. Detachable	Mahogany.....	4.00
E9501, Curling.....	10½ in. ⅜ in. Permanent	Ivory, blue, pink, green, gray, lavender.....	1.75
9502, Curling.....	11½ in. ⅜ in. Detachable	Black.....	1.50
9504, Marcel Waver.....	11½ in. ⅜ in. Detachable	Ebonized.....	1.95
E9503, Curling.....	10 in. ⅜ in. Detachable	Green enamel.....	1.95
Landers 5901.....	10½ in. ⅜ in. Permanent	Lavender.....	1.00
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.			
L & H Electric 602A, Curling.....	⅜ in.....	Black.....	
603A, Curling.....	Detachable ⅜ in.....	Black.....	
(Element: Chromel A)			
Manning, Bowman & Co., Meriden, Conn.			
Manning-Bowman 110, Curling.....	Detachable...	Rose, blue or ivory.....	\$3.25
Meriden Homelectrics 51, Curling.....	Permanent...	Pink, cord to match....	1.50
53, Curling.....	Permanent...	Blue, cord to match....	1.50
(Elements: Chromel A, Nichrome IV)			
National Electric Appliance Co., Madison Ave. and W. 83rd Ave., Cleveland, Ohio			
Princess Curling.....	Permanent...	Black.....	\$0.85
Curling.....	Permanent...	5 colors.....	.95
DeLuxe Curling.....	Detachable...	5 colors.....	1.95
Curling.....	Permanent...	5 colors.....	1.50
National Curling and Marcel Set with Comb.....	Detachable...	Black.....	3.15
Curling and Marcel Set with Comb.....	Permanent...	Black.....	2.75
Non-burn Safety Curler Curling.....	Detachable...	5 colors.....	1.70
Curling.....	Permanent...	Black.....	1.20
DeLuxe Curling and Marcel Set with Comb.....	Detachable...	5 colors.....	3.50
Curling and Marcel Set with Comb.....	Permanent...	5 colors.....	3.25
Tourists Curling and Marce Set with Comb in Roll-up Bag.....	Detachable...	5 colors.....	3.65
National Marcel Waver.....	Detachable...	Black.....	2.05
Marcel Waver.....	Permanent...	Black.....	1.50
National Stamping & Electric Works, 3212 W. Lake St., Chicago, Ill.			
White Cross 1134, Curling.....	10 in. ⅜ in. Detachable	Black.....	\$2.40
1135, Curling.....	12 in. ⅜ in. Detachable	Black.....	2.50
The Ohio Art Co., Bryan, Ohio			
Delta 2, Curling Iron and Waving Rod	Permanent...	Assorted colors.....	
3, Vanity Curling Iron.....	Permanent...	Assorted colors.....	
4, Vanity Marcel Waver.....	Permanent...	Assorted colors.....	
Pelouze Mfg. Co., 232 E. Ohio St., Chicago, Ill.			
Pelouze 532, Curling.....	Swivel.....	Black.....	\$3.00
552, Curling, Hair Drier and Waver Rod.....	Swivel.....	Black.....	3.75
Rogers Electric Laboratories Co., Cleveland, Ohio			
Rogers 503.....		Black.....	\$1.00
(Element: Nichrome)			

Curling Irons—Continued

Appliance

Trade Name, Model and Type	Dimensions Lgth., Dia. of Rod Type Cord	Finish Handle	Retail Price
Samson-United Corp., Rochester, N. Y.			
<i>Samson</i>			
101, Curling.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, black or green.....	\$1.00
101C, Curling.....	$\frac{1}{8}$ in. Permanent	Black, green or red.....	.80
104, Curling with Comb and Marcel Waver.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, yellow, black or green.....	1.50
151, "Kitty Kurler" Curling.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, yellow, black or green.....	1.50
154, "Kitty Kurler" Curling with Comb and Marcel Wave.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, yellow, black or green.....	1.95
161, "Klick-switch" Curling.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, yellow, black or green.....	1.50
164, "Klick-switch" Curling with comb and Marcel Wave.....	$\frac{1}{8}$ in. Permanent*	Ivory, orchid, red, yellow, black or green.....	1.95
108, Marcelling Iron.....	Permanent... Silk cord.	Ivory, green, red or yellow	1.50
Stimlex Division, Edison General Electric Appliance Co., 5600 W. Taylor St. Chicago, Ill.			
Simplex—812L11.....	$\frac{1}{8}$ in. $\frac{1}{8}$ in.	Blue..... Black.....	\$2.45 1.35

*Blue and gray tinsel cord.

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.			
<i>Superior</i>			
450—Marcel Waver.....	Permanent...	Black.....	\$2.50
301—Curling.....	$\frac{1}{8}$ in. Detachable	Black.....	2.25
<i>Bobbed Hair Special</i>			
100—Curling.....	10 $\frac{1}{2}$ in. $\frac{1}{8}$ in. Permanent...	Black..... No. 100W—white, white	.75 .75
	10 $\frac{1}{2}$ in. $\frac{1}{8}$ in. Detachable	Assorted colors.....	.75
A. C. 200.....		Assorted colors.....	1.00
Westinghouse Electric & Mfg. Co., Mansfield, Ohio			
<i>Westinghouse</i>			
SW-203—Curling Iron*.....	5 $\frac{1}{8}$ in. $\frac{1}{8}$ in. Sw. in handle	1-each, black, green rose, blue.....	\$7.80
SW-303—Curling.....	6 $\frac{1}{2}$ in. $\frac{1}{8}$ in. Sw. in handle	Black.....	2.75
*Assortment of 4, \$1.95 irons (Elements: Chromel C and Nichrome)			
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
220—Curling.....	Detachable...	Black.....	\$2.50
<i>Dandy</i>			
202—Curling.....	Permanent...	Black.....	2.00
229—Curling.....	9 in.	Black.....	1.00
238—Marcel Waver.....	Permanent...	Black.....	5.00
229A—Curier.....	9 in.	White.....	1.10
(Elements: Nichrome, Nichrome IV)			

Dishwashers

Trade Name, Model and Type	Finish	Retail Price
Black & Decker Mfg. Co., Towson, Md. (See Adv. Pages 9 and 10.)		
<i>"Cinderella"</i>		
Vacuum-Action, 40-50 pieces.....	Armco rustless iron, vitreous enamel, green or white.....	\$127.50 green 137.50 white
Conover Co., The, 140 South Dearborn St., Chicago, Ill. (See Adv. Page 135.)		
<i>Conover Electric, Impeller Type.</i>		
Portable Models, Fill from Faucet, Empty into Sink.		
AA3, For Small and Average Families.....	Porcelain enamel.....	\$139.50
TR3, For Large Families.....	Porcelain enamel.....	185.00
<i>Conover Electric Dishwasher Sink</i>		
SD501 (R or L) Single Drainboard Sink 43x25 in.....	White porcelain enamel.....	*256.25
SD502 (R or L) Flat Rim Sink, 43x25 in.	White porcelain enamel.....	*202.95
SD503 (R or L) Double Drainboard Sink, 62 $\frac{1}{2}$ x25 $\frac{1}{2}$ in.....	White porcelain enamel.....	*289.10
*Extra charge for acid-resisting or colored enamel.		
Friedley-Voshardt Co., 761 Mather St., Chicago, Ill.		
<i>Kleen-Kwik</i>		
Revolving Spray.....	Nickel-plated.....	\$140.00
Kohler, Company, Kohler, Wis.		
<i>Kohler</i>		
Electric Sink can be Built-In.....	White and colored.....	60 $\frac{1}{2}$ in. \$312.00 48 $\frac{1}{2}$ in. 291.10
Enamel, with nickel and chromium-plated fittings.....		42 $\frac{1}{2}$ in. 246.70 28 in. 203.70
Planet Mfg. Company, Westfield, Mass.		
<i>Planet</i>		
A-1, Portable, Impeller.....	White enamel.....	\$185.00
C-1-B, Portable, Impeller.....	White enamel.....	225.00
C-1-E, Portable, Impeller with heat.....	White enamel.....	245.00
Sanitary Dishwasher Inc., 382 Tenth St., Milwaukee, Wis.		
Emancipator.....		\$140.00
Liberator.....		220.00
Victory.....		220.00

Trade Name, Model and Type	Finish	Retail Price
Cyrus Shank Co., 625 Jackson Blvd., Chicago, Ill.		
<i>Shank</i>		
Impellers.....	White enamel.....	\$120.00
Standard Sanitary Mfg. Co., Box 1226, Pittsburgh, Pa.		
<i>Standard</i>		
P6900, Electric Dishwasher and Sink...	Revolving basket and power spray right or left 61-in. long, white... Colors.....
P6907, Electric Dishwasher and Sink...	Revolving basket and power spray right or left, 46-in. long, white... Colors.....
P6928, Electric Dishwasher and Sink...	Revolving basket and power spray right or left, 45-in. flat, white... Colors.....
P6915, Electric Dishwasher.....	Revolving basket and power spray white..... Colors.....
P6920, Electric Dishwasher.....	Revolving basket and power spray flat, top, white..... Colors.....
*P6915 and P6920 are individual units. Other models with compartment either right or left.		
Walker Dishwasher Corp., 1024 So. Waller Ave., Chicago, Ill.		
<i>Walker</i>		
106, Impeller.....	White porcelain enamel.....	*\$170.00
108, Combination Sink Impeller, 45x23 in.....	White porcelain enamel.....	*190.00
112, Combination Sink Impeller, 61x24 in.....	White porcelain enamel.....	*315.00
114, Combination Sink Impeller, 43x24 in.....	White porcelain enamel.....	*240.00
115, Cabinet (Portable).....	White enamel.....	*159.00
White Bear Corp., 29 E. Madison St., Chicago, Ill.		
<i>White Bear</i>		
Portable Revolving Spray.....	White enamel (also in colors).....	\$165.00
Also stationary for new installation.		

Floor Polishers

Trade Name and Model	Type	Motor Hp.	Width of Polishing Surface, In.	Attachments	Net Weight, Lbs.	Retail Price	Retail Price Complete with At'th'ts
A. S. Boyle Co., 1934 Dana Ave., Cincinnati, Ohio							
Old English—Improved.....	Rotary plate.....		6 $\frac{1}{2}$	1 brush wax mop, $\frac{1}{2}$ gal. wax..	11	\$42.50
Old English—DeLuxe.....			10.....	1 brush wax mop, $\frac{1}{2}$ gal. wax..	14	68.50
Old English—Household.....			8.....	1 brush wax mop, 1 qt. wax..	8 $\frac{1}{2}$	39.00
Campbell Machine Co., Inc., Wollaston, Mass.							
Campbell, Sr.....	Cylindrical brush.....	$\frac{1}{2}$ G. E.....	12.....	None.....	35	\$87.50
Campbell—Household.....	Sander.....				55	135.00
Campbell—Household.....	Polisher.....				45	175.00
Campbell—Household Combination.	Polisher, sander, vacuum attachment	$\frac{1}{2}$	6.....	Side roll.....	85	225.00
Electrolux, Inc., 500 Fifth Ave., New York, N. Y.							
Electrolux—3B.....	3 motor driven brushes.....	Universal...	12.....	3 wax discs, 6 brushes.....	19	\$85.00

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Floor Polishers—Continued

Trade Name and Model	Type	Motor Hp.	Width of Polishing Surface, In.	Attachments	Net Weight, Lbs.	Retail Price	Retail Price Complete with At'th'ts
Finnell System, Inc., Elkhart, Ind.							
Finnell—Household Machine.....	2 brush.....	$\frac{1}{2}$	10.....	Polisher, scrubber, waxer, varnish remover.....		\$49.75
Floorola Corp., 480 Salem Ave., York, Pa. (See Adv. Page 119)							
Floorola—A.....	3 rotating brushes on rotating plate opposite directions.....	$\frac{1}{2}$ universal.....	11 $\frac{1}{2}$	3 sets.....	27	\$127.50
C.....	2 brushes opposite direction.....	$\frac{1}{2}$ universal.....	12.....	3 sets.....	18	78.50
S. C. Johnson & Son, Racine, Wis.							
Johnson—Improved Household Polisher.....	Cylindrical brush.....		6.....	{ Accessories packed with Improved Household model are: Wax mop, floor duster cans paste and liquid wax. }	11	\$39.50
Johnson—Deluxe*.....	Cylindrical brush.....		8.....		14	68.50
*Included with Deluxe model are wax mop and $\frac{1}{2}$ gal. wax. Sanding attachment with Dust Catcher for Deluxe model—\$39.50.							
Kelley Electric Machine Co., 285 Hinman Ave., Buffalo, N. Y.							
Kelley Master.....	Rotary.....	1 $\frac{1}{2}$	18.....	{ Scrubbing brush, waxing and polishing brush, sanding pad. }	110	\$250.00*
Kelley Regular.....	Rotary.....	$\frac{1}{2}$	14.....		80	195.00*
Kelley Junior.....	Rotary.....	$\frac{1}{4}$	12.....		40	130.00*
*1 attachment.							
Kent Company, Rome, N. Y.							
Utility—B.....	Rotary plate.....	$\frac{1}{2}$	10.....	13.....	65	\$140.00*	\$140.00
Domestic—A.....	Rotary plate.....	$\frac{1}{2}$	10.....	10.....	35	115.00†	115.00
J. C. M.—C.....	Rotary plate.....	$\frac{1}{2}$	12 or 14.....	13.....	90	195.00*	195.00
†With 1 brush. †With 2 brushes and pad.							
Kintzing Loom Mfg. Co., Hanover, Pa.							
Woods Waxer.....	2 motor driven brushes.....			4 brushes; waxing polishing, sanding.....			\$59.50
Landers, Frary & Clark, New Britain, Conn.							
Universal Polisher—710.....	Cylindrical brush.....		5.....	Wax, mop 1-lb. paste wax; 1-pt. liquid wax.....	17		\$29.50
Lincoln-Schlueter Floor Machinery Co., 213-221 W. Grand Ave., Chicago, Ill.							
Lincoln Junior—11.....	Twin 5 in., rotary plates.....	$\frac{1}{2}$	11.....	Scrubbing, waxing, polishing, sanding.....	23		\$52.50*
*With brushes							
Ponsell Floor Machine Co., 220-230 W. 19th St., New York, N. Y.							
Ponsell—A.....	Rotary plate.....	$\frac{1}{2}$	14.....	{ Scrubbing, refinishing, sanding, papering, Vacuum cleaning..... }	95	\$230.00	\$253.00
B.....	Rotary plate.....	$\frac{1}{2}$	11.....		45	125.00	144.00
10.....	Cylinder brush.....	$\frac{1}{2}$	7 $\frac{1}{2}$		15	59.50	84.50
Regina Corp., Rahway, N. J.							
Regina—Electric Floor Machine.....	Two brush, automatic waxing.....	$\frac{1}{2}$	11 $\frac{1}{2}$	{ Scrubbing, sanding, paint and varnish remover. }	14 $\frac{1}{2}$	\$69.50	\$85.50
Nu-Flor Electric Polisher Co., 112 E. 19th St., New York, N. Y.							
Nu-Flor Polisher.....	Universal motor floating horiz. brush.....			Wax applicator, 1-pt. wax.....	11		29.75
The Sweeper-Vac. Co., Worcester, Mass.							
Sweeper-Vac.....	Cylindrical brush.....		7 $\frac{1}{2}$	None.....	10		\$29.50
United Vacuum Appliance Co., Connorsville, Ind.							
Connorsville—Junior.....	Rotary plate.....	$\frac{1}{2}$	11.....	1-brush.....	30	\$135.00

Grills, Table Stoves, Hotplates

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
All-Rite Co., Rushville, Ind.			
Hostess Grill.....	Chrome.....	600.....	16.50
Hostess Grill.....	Decorated china.....	600.....	20.00
American Electrical Heater Co., Detroit, Mich.			
<i>American Beauty</i>			
3350G, Toaster Stove.....		500.....	5.75
3210, Disc Stove.....	4 in. polished steel.....	450.....	7.00
3221, Disc Stove.....	5 in. polished steel.....	550.....	7.50
3231.....	6 in. polished steel.....	600.....	9.00
<i>"American"</i>			
1100B.....	11 $\frac{1}{2}$ x11 $\frac{1}{2}$ in.....	1,000, 3-heat.....	12.00
1100C.....	11 $\frac{1}{2}$ x11 $\frac{1}{2}$ in.....	1,800, 3-heat.....	13.50
1102B.....	11 $\frac{1}{2}$ x22 $\frac{1}{2}$ in.....	1,000-1,800, 3-heat.....	23.50
1102-C.....	11 $\frac{1}{2}$ x22 $\frac{1}{2}$ in.....	1,000-1,800, 3-heat.....	26.00
1103B.....	11 $\frac{1}{2}$ x33 $\frac{1}{2}$ in.....	1,000-1,800, 3-heat.....	35.00
1103C.....	11 $\frac{1}{2}$ x33 $\frac{1}{2}$ in.....	1,000-1,800, 3-heat.....	37.50
(Elements: Chromel, A and C Nichrome)			
American Gas Machine Co., Inc., Albert Lea, Minn. (See Adv. Page 132)			
92, American Table Stove.....	2 units, 6 $\frac{1}{2}$ in. diam.....	1-1,320; 1-660.....	\$13.50
Armstrong Elec. & Mfg. Co., Huntington, W. Va.			
<i>Armstrong</i>			
Table Stove, 5 utensils. White enamel and nickel red or blue enamel.....		1-open, 600.....	8.85

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)			
<i>Novelty</i>			
Table Stove.....		1-500, open.....	1.50
<i>Wilewear</i>			
Hotplate.....	20x13 in., gray porcelain.....	1-1,100, 1-440, open, 3-heat.....	19.00
<i>Torrid</i>			
G031, Hotplate.....	7 $\frac{1}{2}$ in. round, nickel.....	1-660, open.....	4.75
G261, Hotplate.....	Round, nickel.....	1-480, open.....	3.00
(See Adv. Page 187)			
Bersted Mfg. Co., 5201 W. 65th St., Chicago, Ill.			
<i>Bersted</i>			
Griddle with warming cover.....	11 $\frac{1}{2}$ in. grid.....	Chrome finish.....	\$13.50
16, Stove.....	Black, green.....	1-660.....	1.70
18, Stove.....	Black.....	1-1,320.....	5.50
26, Stove.....	Black, green.....	2-660.....	3.90
29, Stove.....	Black.....	1,320 and 660, 3-heat switch.....	7.50
23, Stove.....	Green.....	1,320 and 660, 3-heat switch.....	9.00
Bobbett Elec. Mfg. Co., 4307 Cottage Grove Ave., Chicago, Ill.			
<i>Bobbett</i>			
73, Table Stove.....	9 in. round cast aluminum.....	1-open, 3-heat.....	\$15.00
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			
<i>Betsy Ross</i>			
912, B.W. Griddle Stove Bulk.....		With cord.....	\$1.50
910, B.W., Hotplate.....	Nickel.....	600.....	1.50
Champion Elec. Co., 1051 Power Ave., Cleveland, Ohio			
<i>Champion</i>			
LT Griddle.....	7x18 in.....	1-600, closed, 3-heat.....	\$25.00
LS Griddle.....	7x18 in.....	1-600, closed, 1-heat.....	15.00
SR Griddle.....	5 $\frac{1}{2}$ x12 $\frac{1}{2}$ in.....	1-440, 1-heat.....	1.75
"Halelectric".....	5x18 $\frac{1}{2}$ x14 $\frac{1}{2}$ in.....	1-660, closed, 1-heat.....	10.00

Grills, Table Stoves, Hotplates—Continued

Appliance

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
Champion Electric Co. —Continued			
RS Radiator.....	10 sq.ft. radiating surface..		
"Haletric" RT, Radiator.....	5x18½x19 in., 15 sq.ft. radiating surface.....	1-1,000, closed, 1-heat.	15.00

Chicago Electric Manufacturing Co. , 2801 So. Halsted St., Chicago, Ill.			
<i>Handyhot</i>			
N34.....	9x9 in., nickel.....	1-burner, 600, open...	\$1.45
N35.....	9x9 in., black enamel.....	1-burner, 600, open...	1.35
N39.....	Black body, nickel legs.....	1-burner, 600, open...	1.40
N41.....	9x9 in., green body, ivory legs.....	1-burner, 600, open...	1.35
N42.....	9x9 in., chrom. with switch.....	1-burner, 600, open...	2.70
N48.....	9x9 in., nickel with switch.....	1-burner, 600, open...	1.90
N50.....	9x9 in., black enamel with switch.....	1-burner, 600, open...	1.80
N51.....	9x9 in., black body, nickel legs with switch.....	1-burner, 600, open...	1.85
N52.....	Green body, ivory legs with switch.....	1-burner, 600, open...	1.80
N45.....	8 in. round, green body, ivory legs.....	1-burner, 600, open...	1.25
N43.....	8 in. round, nickel body, green legs.....	1-burner, 600, open...	1.35
N46.....	9x18 in., green body, ivory legs.....	2-burner, 600 each, open.....	3.45
N47.....	9x18 in., black body, nickel legs.....	2-burner, 600 each, open.....	3.45
N49.....	9x18 in., nickel.....	2-burner, 600 each, open.....	4.00

Chicago Flexible Shaft Co. , Roosevelt Rd. and Central Ave., Chicago, Ill.			
<i>Sunbeam</i>			
A-170, Grill with Turn-over Toaster, 2 Utensils.....	11½x7 in., nickel.....	1-open.....	\$10.50
(Element: Nichrome, Nichrome IV, Tophet)			

Coleman Lamp and Stove Co. , Second and St. Frances Sts., Wichita, Kans.			
Coleman, 52C, Hotplate 2-burner.....	18½x10x6 in., chrom. finish.....	1,100, 10-heat combinations.....	

Dominion Elec. Mfg. Co. , 712 Ontario Ave., W. Minneapolis, Minn.			
<i>Dominion</i>			
62, Hotplate.....	18x8½ in., black.....	2-500, open, 1-heat....	\$4.50
	Chrome.....	3-heat.....	7.50
	Nickel.....	3-heat.....	7.00
71 Hotplate.....	8½x8½ in., nickel.....	1-600, open, 1-heat....	3.00
	Black.....	2-heat.....	2.80
	Nickel.....	3-heat.....	4.00
B101 Hotplate.....	10x10 in.....	1-660, open, 3-heat....	12.00
62E.....	11½x21x6 in. vitreous enameled.....	1-600, 3-heat.....	9.00
B-102.....	Nickel.....	2-1,000, 3-heat.....	28.00
B-103.....	Nickel.....	2-1,000, 1-800, 3-heat.....	39.50
100, Oven.....	11½x10½x12.....		4.50
62E.....	Vit. enameled.....	1-heat.....	7.50
105.....		1-1,100, 1-600, 3-heat nickel.....	10.50
<i>Modern-Mode</i>			
543.....	Chrome, 10x20x6 in.....	3-heat, 2 burner, variation of watts 200, 250, 400, 500, 800, 1,000..	9.95
<i>Justrite</i>			
230.....	Black.....	1 burner, no switch, 660	1.17
231.....	Nickel.....	1 burner, no switch, 660	1.50
232.....	Black.....	1 burner, snap switch 660	1.67
233.....	Nickel.....	1 burner, snap switch 660	2.16

Edison General Elec. Appliance Co. , 5600 W. Taylor St., Chicago, Ill. (See Adv. Page 107)			
116G-9.....	Duplex grill.....		\$9.85
116G-10.....	Triplex grill.....		13.50
GIIP-150.....	Waffle attach. for triplex grill.....		4.00
116D-29.....	Table stove.....		4.00
G9-P150.....	Dishes for table stove.....		3.00
121-Y-170.....	Table timer.....		6.50
111-D-50, Hotplate.....	Two unit.....	Single heat, 550-550..	6.90
131-D-51, Hotplate.....	Two unit.....	3-heat, 1,100-1,100..	11.90
131-D-52, Hotplate.....	Single unit.....	3-heat, 1,100.....	5.50
136-D-53, Hotplate.....	Two unit.....	3-heat, 1,100-550..	8.80
131-D-55, Hotplate.....	Two unit.....	3-heat, 1,100-1,100..	9.90
114-D-14.....	Disc stove.....	Single heat, 4 in.....	6.50
40101.....	Disc stove.....	Single heat, 6 in.....	6.50
40102.....	Disc stove.....	3-heat, 6 in.....	8.50
40104.....	Disc stove.....	3-heat, 8-in.....	11.75

Thomas A. Edison, Inc. , Orange, N. J.			
<i>Edicraft</i>			
Sandwich Grill.....	Chromium additional deep grill plate.....	660.....	\$17.95

Electromaster, Inc. , 1803 E. Atwater St., Detroit, Mich.			
<i>Electrochef</i>			
Fire Bowl.....	Single burner.....	1-1,300.....	\$10.00
Fire Bowl.....	Twin burner.....	2-1,300.....	17.50

Ev'ryday Elec. Co. , Marion, Ind.			
<i>Ev'ryday</i>			
100, Table Stove.....	6x5½ in., nickel.....	1-500, open, separable plug.....	\$ 90
110, Hotplate.....	8x8 in., blue or black.....	1-600 open.....	1.75
110B, Hotplate.....	8x8 in., nickel, black or blue		3.00

Ev'ryday Elec. Co. —Continued			
110A, Hotplate.....	18x19 in., nickel.....	Open, 3-heat.....	4.25
	Black or blue.....	2-600.....	4.50
115A, Hotplate.....	Nickel, blue.....	Open, 1-heat.....	6.00
	18x9 in., nickel.....	2-600.....	8.00
115, Hotplate.....		Open 1-1-heat, 1-3-heat	7.50
115AA, Hotplate.....	18x9 in., nickel.....	2-600, open, 3-heat....	9.00
115AA Hotplate.....	18x9 in., black.....	2-600, open, 3-heat....	7.00
115AAW.....	White, green or porcelain..	2-600 open, 3-heat....	9.25

Fitzgerald Mfg. Co. , Torrington, Conn.			
<i>Star-rite</i>			
827, Kitchenette Plates.....	1-burner, with switch.....	600, toggle black with nickel legs.....	2.25
828, Kitchenette Plates.....	2-burner, 2 switches.....	1,000, Black with nickel legs.....	5.00
829, Kitchenette Plates.....	1-burner, with switch.....	1,000, 3-heat, black with nickel legs.....	2.50

Florence Stove Co. , 1011 Park Square Bldg., Boston, Mass.			
<i>Florence</i>			
Broiler and Hotplate E-2.....	11½x11½x7 in., steel, top, porcelain.....	800, Broiler 660.....	\$16.50
Electric Cook E-3.....	Ming gr. pore. enam. finish	2 burners, 1 broiler, 1,300.....	22.50
Insulated Oven, EV1.....	11½x12x12 in., for use with hotplates.....		5.25
Electric Oven, EH1.....	21x13x13 in.....	1,320, switch control...	

Griswold Mfg. Co. , Erie, Pa.			
<i>Griswold</i>			
51 Hotplate.....	11½x12½ in., nickel, gray enamel.....	1-1,200, closed, 3-heat, pilot light.....	\$25.50
151 Hotplate.....	11½x12½ in., gray enamel..	1-1,200, open, 3-heat..	10.00
101, Hotplate.....	8½x8½ in., nickel or gray enamel.....	1-750, open, 3-heat....	6.00
410, Toaster-Grill.....	8½x10½ in., nickel, blue or green enamel.....	660, 3-heat, pilot light.	37.50
510, Toaster-Grill.....	9½ in. square, nickel, blue or green enamel.....	900, 3-heat, pilot light.	68.00
710, Toaster-Grill.....	6½x10 in., chromium, green, or blue enamel.....	660, 3 heat.....	30.00
810, Toaster-Grill.....	10x11½ in., chromium, green or blue enamel.....	1,000, 3-heat.....	38.00

Halman's Specialty Manufacturing Co. , Los Angeles, Cal.			
(National Distribution by Clyde L. Chamblin Co., 639 Mission St. San Francisco, Cal.)			
Comb. Electric Griddle.....	Cooking surface 10x15 in., special alum. alloy. Cooks six pancakes simultaneously.....	Heated evenly by 730 watt element.....	\$15.00

O. S. Keene Machine Co. , Anderson, Ind.			
E-Z Pan Cake Grill....	12-in.....		\$2.75

Knapp-Monarch Co. , St. Louis, Mo.—(See Adv. Page 137)			
<i>Therma-Hot</i>			
205.....	Nickel and green.....	660.....	\$1.50
210.....	Porcelain.....	660.....	1.50
215.....	Nickel.....	660.....	1.50
230.....	Black enamel.....	1,320, 2-burner, 2-switches.....	3.50
232.....	Porcelain.....	1,320, 2-burner, 2-switches.....	3.50
235.....	Blue enamel.....	1,200, 2-burner, 1 3-heat switch.....	4.50
237.....	Porcelain.....	1,200, 2-burner, 1 3-heat switch.....	5.00

Landers, Frary and Clark , New Britain, Conn.			
<i>Universal</i>			
E9861, Hotplate, with Handle.....	6½x6½ in., nickel.....	1-660, open.....	\$3.75
E986, Hotplate, with Handle.....	6 in., round nickel.....	1-550, open.....	3.25
9862, Table Stove.....	6½ in., nickel.....	1-660.....	8.50
9197, Hotplate.....	6 in., nickel.....	1-600, open, 4-heat....	6.50
E988, Table Stove, 6 Utensils.....	6½x6½ in., nickel.....	1-650, open, 3-heat....	15.00
E9894, Table Stove, 5 Utensils.....	7½ in., round, nickel.....	1-650, open, 3-heat....	10.75
E995, Table Stove.....	4½ in., round, disc, nickel..	1-400, closed.....	4.00
E9960, Hotplate.....	6 in., round disc, nickel....	1-550, closed.....	5.50
E997, Hotplate.....	6 in., round disc, nickel....	1-550, closed, 2-heat plug control.....	6.00
E9980, Hotplate with Tray.....	6 in., round disc, nickel....	1-550, closed, 2-heat plug control.....	7.00
E7510, Griddle with Cover.....	10 in., round, chromium...	1-660, closed, 1-heat, in cord.....	15.00
E740, Chafer.....	3-pint capacity, plated....	1-420, 2-heat.....	19.50
E-9350, Griddle and Sandwich Toaster, Combination.....	Nickel.....	660.....	15.00
E-933, Combination Corn Popper, Table Stove.....	3-pint capacity, nickel....	625, 1-420.....	5.00
E9280, Chafer.....	Nickel.....	2-heat.....	14.50
E9890, Chafer, with Separable Stove.....	3-pint capacity, nickel, pln.	1-550, closed, 2-heat..	17.00
E9850, with Separable Stove.....	3-pt. capacity, nickel, plain	1-550, closed, 2 heats..	16.00

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Grills, Table Stoves, Hotplates—Continued

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
A. J. Lindeman & Hoverson Co., Milwaukee, Wis. <i>L. & H. Electrics</i>			
528, Hotplate.....	11x21 in. gray porcelain...	2 unit, each 2,000.....	
538, Hotplate.....	11x32 in. gray porcelain...	3 unit, each 2,000.....	
302, Table Stove.....	7x7 in. aluminum, 5 uten.	1,000.....	
501.....	9x9 in. black.....	1,000.....	
502.....	9x18 in., black.....	1,320, 2 unit.....	
511.....	9x9 in. porcelain.....	1,000, single.....	
522.....	9x18 in., porcelain.....	1,320, 2 unit.....	

The Made-Rite Mfg. Co., Sandusky, Ohio <i>Made-Rite</i>			
1925.....	5½x6½ in. tin coated metal.....		\$0.80
1720.....	5½x6½ in. tin coated metal and Toaster Attachment.....		1.20
1721.....	5½x6½ in. nickel plated.....		1.20

Manning-Bowman & Co., Meriden, Conn. <i>Manning-Bowman</i>			
25, Table Stove.....	6 in., round disc, nickel...	1-550, closed, 3-heat...	\$7.50
K515, Oblong Cooker...	Grids 10x7 in., Aran. plate.	800.....	17.50
514, Oblong Cooker...	Grids 10x7 in., aluminum...		13.95
5147, Combination Cooker and Waffle Iron	Grids 10x7 in.....	800.....	16.50
(Elements: Chromel C and Nichrome)			

Metal Ware Corp., Two Rivers, Wis. <i>Empire</i>			
S-41.....	8x8x5½ in.....	1-660.....	\$2.25
S-42.....	8x17½x5½ in.....	2-660.....	5.00
S-62, Griddle.....	1½ in. round, nickel and aluminum.....	1-600, closed.....	10.00
S-52, Grill and Toaster Stove.....	1½x5½ in., nickel.....	1-550, open.....	2.50
(Element: Nichrome IV)			

National Electric Appliance Company, 1184 Detroit Ave., Cleveland, Ohio <i>National Hot Plates</i>			
Folding Legs.....	Nickel.....	660.....	\$1.55
Folding Legs.....	Chrome.....	660.....	2.10
Folding Legs.....	Nickel.....	860, 3-heat.....	3.95
Folding Legs.....	Chrome.....	860, 3-heat.....	4.45
<i>National Table Stoves</i>			
	Baked enamel, 5 colors.....	1,320, 2 switches.....	6.45
	Baked enamel, 5 colors.....	1,520, 2-3-heat switches.....	8.45

National Enameling & Stamping Co., Inc., 270 No. Twelfth St., Milwaukee, Wis. <i>Nesco</i>			
"Bak-O-Grill".....	Chromium.....	1,450.....	†\$23.50
†East of Rockies.			

National Stamping and Elec. Works., 3212 W. Lake St., Chicago, Ill. <i>White Cross</i>			
237, Hotplate.....	20x10½ in., nickel.....	2-550, open, 2-heat.....	†\$8.00
99, Hotplate.....	9x9 in., black.....	1-550, open, 2-heat.....	2.40
101, Hotplate.....	27x9 in., black.....	3-550, open, 1-heat.....	8.00
238, Hotplate.....	8½ in. round, nickel.....	1-550, open.....	1.50
239, Hotplate.....	7x6½ in., nickel and black.....	1-470, open.....	1.40
199, Hotplate.....	9x9 in., black.....	1-550.....	1.10
200.....	2-burner, black.....	Single heat.....	4.50
201.....	2-burner, black.....	High, 1-100.....	5.50
202.....	2-burner, white.....	Vit. high heat, 1-100.....	7.50
97.....	1-burner, black.....	3-heat, 1,000 (with oven).....	8.00
98.....	1-burner.....	3-heat.....	2.80
† In chromium, \$9.00.			

Ohio Art Company, Bryan, Ohio <i>Delta</i>			
200, Table Stove.....	9x18 in., colored enamel...	1-550, open.....	
100, Table Stove.....	9x9 in., colored enamel...	1-550, open.....	
100, S, Table Stove.....	9x5 in., colored enamel...	1-550, open.....	

Proctor & Schwartz Elec. Co., Seventh and Tabor Rd., Philadelphia, Pa.			
701, Hotplate.....	7 in. round, nickel.....	1-500, open.....	\$2.50
601, Hotplate.....	Nickel.....	1-660, open.....	2.85
401, Hotplate.....	18x8½ in., black.....	2-500, open, 1-heat.....	6.45
402, Hotplate.....	18x8½ in., black.....	1-750-1-750, open, 3-heat.....	8.45
404, Hotplate.....	18x8½ in., white and black enamel.....	1-750-1-750, open, 3-heat.....	10.65
(Elements: Nichrome IV. and Chromel A)			

The Prometheus Electric Corp., 360 W. 13th St., New York City <i>Prometheus</i>			
Table Stove.....	Vitreous porcelain.....	2-1,250, open, 3-heat..	\$13.50

Rock Island Mfg. Co., Rock Island, Ill.			
71A, Junior Stove.....			\$2.75
74A, Junior Stove with Handle.....			3.00
64A, Disc Stove.....			9.00
121A, Square Stove.....		1-heat.....	3.60
1121A, Square Stove.....		2-heat.....	4.75
132A, Duplex Stove.....		1-heat.....	5.50
1132A, Duplex Stove.....		2-heat.....	7.50

Rogers Electric Laboratories Co., Cleveland, Ohio <i>Quality</i>			
301, Hotplate.....	Colored handles and cord..	1-660.....	\$3.50
302, Pancake.....	Optional with.....		5.00
<i>Twin Heat</i>			
309, Hotplate.....	Aluminum griddle.....	2-500.....	5.00
<i>Electro</i>			
306, Hotplate.....		1-500.....	2.25

Rutenber Electric Co., Marion, Ind. <i>Marion</i>			
25, Hotplate.....	7x7 in., porcelain, enamel..	1-550.....	\$2.00
26, Hotplate.....	11x11 in., aluminum.....	1-1,000, open, 3-heat..	11.00
26, Hotplate.....	11x11 in., aluminum.....	1-880, open, 3-heat.....	10.50
27, Hotplate.....	10x10 in., aluminum.....	1-660, open, 3-heat.....	10.00
207, Table Stove, 4 Utensils.....	7x7 in., nickel.....	1-660, open, 3-heat.....	12.50
208, Table Stove.....	7x7 in., nickel.....	1-660, open.....	4.50

Samson-United Corp., Rochester, N. Y. <i>Samson</i>			
113, Table Stove.....	Vitreous enamel finish.....	1,320, 2-burner, 5-heat	\$9.95
112, Table Stove.....	Vitreous enamel finish.....	1,320, 2-burner, 3-heat	7.95
114, Table Stove.....	Vitreous enamel finish.....	1,320, 2-burner, single heat, 660 on each burner.....	5.95
115, Stove.....	Vitreous enamel finish.....	660, 1-burner, 2-heat...	2.95

Serelec Products Corporation, 75 West Street, New York City			
Boiler.....	Enam., nickel or unenam..	1-1,320, 2-heat.....	†\$24.50
Stove.....	White enamel.....	*	75.00
SN3.....		850.....	18.75
HD3, Hotplate.....	White enamel.....	470.....	
Hotplate.....		850.....	11.75
HS3, Dutch oven and Steamer DS.....	Wh. enam., polished alum.	850.....	39.50
Dutch oven, DWS.....	Polished aluminum.....	850.....	29.50
* 2 Vertical 660 watt units for broiling 1 hot plate 850 watts vertical elements removable, and one may be used horizontal for roasting and baking. Five point switch. † Up.			
(Elements: Nichrome and Chromalox)			

Simplex Division Edison General Elec. App. Co., 5600 W. Taylor St., Chicago, Ill. <i>Simplex</i>			
811-D-50.....			
Twin Hotplate.....	18x9 in., black japan, green enamel legs.....	2-550, single heat.....	\$6.85
816-D-56.....			
Twin Hotplate.....	18x9 in., black japan, green enamel legs.....	2-660, 3-heat.....	7.95

Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio <i>Standard</i>			
20, Griddle.....	9 in., round.....	1-660, 3-heat.....	\$15.00
25, Griddle.....	11 in., round.....	1-900, 3-heat.....	18.50
30, Hotplate.....	11x11 in., nickel.....	1-1500, open sor., 1-1200, closed, 3-heat..	12.50
31, Hotplate.....	9x9 in., black enamel.....	1-800, open, 3-heat...	7.00
51, Hotplate.....	28x9 in., black enamel...	3-800, open, 3-heat...	18.00
40.....	12x21 in.....	2-1500, 3-heat.....	20.00
40L, Laundry Stove.....	12x23 in., 26 in. high.....	2-1500, 3-heat.....	25.00
41.....	9x17 in.....	2-800, 3-heat.....	13.50
40S, Dom. Sci. Plate.....	11x21 in.....	2-1500.....	32.00
60, Griddle.....	14x25 in.....	3,000, 6-heat.....	50.00
61.....	11½x13½ in.....	1,500, 3-heat.....	30.00
62.....	18x48.....	3-2,200.....	110.00
63.....	22x48.....	4-2,200.....	125.00
64.....	18x24.....	2-2,200.....	80.00
66.....	22x24.....	2-2,500.....	90.00
45 Hotplate.....	17x33.....	1-7,150, 2-1,000.....	50.00
35, Warmer.....	25x17x24.....	1-1,000.....	†\$55.00
65, Broiler and Toaster	25x14x14.....	2-1,800.....	50.00
85, Broiler and Toaster	24x22x14.....	2-3,000.....	72.50
165, Broiler and Toaster with Griddle.....	14x25.....	6,600.....	100.00
270, Warmer.....	16x24x14.....	1-1,000.....	†\$45.00
* (\$5.00 extra for white porcelain).			
(Elements: Chromel A and Nichrome IV)			

Star Mfg. Co., Inc., 4569 Swan Ave., St. Louis, Mo. <i>Star</i>			
Grill with Warming Compartments.....	133 sq.in., cast aluminum..	850, 425, 212, 3-heat..	\$19.75
"Quick-Serv" Double Grill.....	183 sq.in. chrom. plated...	660, 330, 165, 3-heat..	22.50
"Quick-Serv" Double Grill.....	183 sq.in., chrom. plated...	850, 425, 212, 3-heat..	32.50

Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo. <i>Superior</i>			
51, Table Stove.....	8½x8½ in., nickel.....	1-open, 1-heat.....	\$2.50
51X, Table Stove.....	8½x8½ in., nickel.....	1-open, 3-heat.....	3.00
51B, Table Stove.....	8½x8½ in., black.....	1-open, 1-heat.....	2.25
51BX, Table Stove.....	8½x8½ in., black.....	1-open, 3-heat.....	2.75
52, Table Stove.....	18x8½ in., nickel.....	2-open, 1-heat.....	5.50
52X, Table Stove.....	18x8½ in., nickel.....	2-open, 3-heat.....	7.00
52B, Table Stove.....	18x8½ in., black.....	2-open, 1-heat.....	4.50
52BX, Table Stove.....	18x8½ in., black.....	2-open, 3-heat.....	6.00
15.....	8½ in., round.....	660.....	1.25
15NC.....		660.....	1.00
15CS.....		660.....	1.50
10, Table Stove.....	6½x5½ in., nickel.....	1-open.....	1.00
25, Table Stove.....	8½x8½ in., nickel.....	1-open.....	1.75
25-B, Table Stove.....	8½x8½ in., black.....	1-open.....	1.50
53, Table Stove.....	8½x8½ in.....	2-open, 2-heat.....	5.00
53B, Table Stove.....	8½x8½ in.....	2-open, 2-heat.....	4.25
43XY.....	8½x8½ in.....	2-open, 3-heat.....	8.50
43XG.....	8½x8½ in.....	2-open, 3-heat.....	8.50
No. 50 (Oven Combination)			
Oven.....	12x12x12, black.....	1-3-heat.....	8.25
Stove.....	12x12, black.....	1-3-heat.....	
57X.....	18x8½ in.....	2-open, 3-heat, 1,320..	8.50
57BX.....	18x8½ in.....	2-open, 3-heat, 1,320..	7.50
57VEX.....	Porcelain.....	2-open, 3-heat, 1,320..	8.50

Grills, Table Stoves, Hotplates—Continued

Appliance

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
Swartsbaugh Mfg. Co., Toledo, Ohio			
<i>Everhot</i>			
T2, Table Stove.....	18½x11½ in., overall, nickel.	Max. 600, open, 2-heat	\$6.00
T3, Table Stove.....	18½x11½ in., overall, nickel.	2-560, 1,100 total, open	
		3-heat.....	10.00
S1, Table Stove.....	5½ in., burner round.....	1-660, open.....	3.75
S3, Table Stove.....	5½ in., burner round.....	1-660, open, 3-heat.....	5.50
Special.....	5½ in., burner round, nickel and black enamel.....	1-660, open, permanent cord.....	2.50
L81, Hotplate.....	12x13 in., overall, black enamel.....	1-1,100, open, 3-heat.....	8.50
L81E, Hotplate.....	12x13 in., overall, black enamel.....	1-1,100, closed, 3-heat.....	12.00
L82, Hotplate.....	12x22 in., overall, bk. enam.	Max. 2-1,100, open, 3-heat.....	15.00
L82E, Hotplate.....	12x12 in., overall, bk. enam.	Max. 2-110, 1-open, 1-closed, 3-heat.....	18.00
L22, Hotplate.....	12x22 in., overall, bk. enam.	Max. 2-2,200, heavy duty, open, 3-heat.....	16.00
L22E, Hotplate.....	12x22 in., overall, bk. enam.	Max. 2-2,200, heavy duty, closed, 3-heat.....	20.00
G12, Griddle.....	12x22 in., overall, bk. enam.	1,100, 3-heat.....	12.50
G22, Griddle.....	12x22 in., overall, bk. enam.	2,200, 3-heat.....	33.00
85, Hotplate.....	17½x9½ in., overall, blue sti.	Max. 1,100, open, 3-heat.....	8.50
555, Hotplate.....	10½x20½ in., overall, chrome finish, splashback.....	Max. 1,100, open, 2-heat.....	15.00
560, Hotplate.....	10½x20½ in., overall, blue sti. splashback.....	Max. 1,100, open, 2-heat.....	12.50
535, Kitchenette Grill..	10½x20½ in., chrome finish, broiler drawer, toaster, fryer features.....	Max. 1,100, full 3-heat switch control.....	19.50
540, Kitchenette Grill..	10½x20½ in., blue steel body, broiler drawer, toaster, dryer features.....	Max. 1,100, full 3-heat switch control.....	16.50
Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo. (See Adv. Page 133)			
<i>Beauty</i>			
711, Stove.....	6 in., color and nickel.....	1-550, open.....	\$1.65
815, Grid.....	8 in., black.....	1,600, closed.....	2.50
250, Stove.....	8 in., nickel.....	1-1,100, open, 3-heat.....	6.50
1250, Stove.....	8 in., nickel.....	2-600, open, 3-heat.....	12.50
1655, Stove.....	8 in., nickel.....	2-1,100, open, 3-heat.....	16.50
101, Red Top.....	8 in. chromium.....	2-1,100, closed, 3-heat.....	25.00
<i>(Elements: Nichrome IV)</i>			

Trade Name and Model	Cooking Surface and Finish	Heating Units and Control, Watts	Retail Price
A. H. Waage, 112 Chambers St., New York, N. Y.			
<i>Waage</i>			
D5, Table Stove.....	5 in. round disc, alum.....	1-500, closed, 3-heat plug.....	\$5.00
D6.....	6 in. round disc, alum.....	1-600, closed, 3-heat plug.....	6.00
D7.....	7 in. round disc, alum.....	1-660, closed, 3-heat plug.....	8.00
D8.....	8 in. round disc, alum.....	1-750, closed, 3-heat plug.....	10.00
DD7.....	2-7 in., round disc, stoves on one base.....	2-660, closed, 3-heat plug.....	15.00
DD8.....	2-8 in. on one base.....		20.00
<i>(Elements: Nichrome IV)</i>			
Walker & Pratt Mfg. Co., 31-35 Union St., Boston, Mass.			
<i>Crawford</i>			
1E or B Hotplate.....	14x14 in., E-gray enamel or B-black-Japan.....	1-1,000, open, 3-heat.....	E 20.00 B 15.50
2E or B.....	23x14 in., E-gray enamel or B-black-Japan.....	1-1,000, 1-1,500, open 3 heat.....	E 33.00 B 26.50
3E or B.....	33x14 in., E-gray enamel or B-black japan.....	2-1,000, 1-1,500, open 3-heat.....	E 47.00 B 38.00
White Beauty Electric Co., 4416 No. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
244, Grill.....	5x6 in., sheet tin, not plated.....		\$1.25
Westinghouse Electric & Mfg. Co., Mansfield, Ohio			
Hotplate, PH133.....	Green enamel.....	2,000, 3-heat.....	\$16.00
PH123.....	Green enamel.....	1,600, 1-3-heat, 1-single heat.....	11.50
PH-113.....	Green enamel.....	1,000, 1-3-heat.....	7.95
CC-103.....	Green enamel.....	1,100, 2-single heat.....	7.95
Hotplate, PH103.....	Green enamel.....	550.....	\$3.50
Sandwich Grill, SEC3.....	7½ in. round, chrome.....	600.....	14.50

Heaters, Portable

Trade Name and Model	Type	Overall Dimensions, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Adams Bros. Mfg. Co., 1500 West North Ave., Pittsburgh, Pa.							
Adams Cheerful—13E.....	Wall insert.....	18x14.....	1,300.....	110 or 220...	1-heat switch.....	{ White enamel. Six standard colors, also special colors. }	\$25.00
12E.....	Wall insert.....	15x13.....	1,000.....	110.....	1-heat switch.....		20.00
<i>Two Global Elements. (Element: Chromel A)</i>							
Air-Way Electric Appliance Corp., Toledo, Ohio							
Aeriet*.....	Cabinet (portable and stationary)...			110.....			
14.....	Electric†.....		1,500.....	110.....			
*With electric heating element or for connection to steam or hot water systems. †With motor-driven fan to project heated air into room.							
American Appliance Co., Willard & Cooley Sts., Kalamazoo, Mich. (See Adv. Page 148)							
Circulat-Aire.....	Portable comb. air heater and cooler...	15x14x16½ in.....	1,090.....	110-120.....	2 switch.....	Bronze, green, lavender, mah...	\$14.90
American Gas Machine Co. Inc., Albert Lea, Minn. (See Adv. Page 132)							
81—American.....	Portable radiant...	17x14 in., bowl.....	660.....	110-120.....		Walnut enamel.....	\$4.75
Anderson-Pitt Corp., 209 Goodrich Place, Kansas City, Mo.							
Anderson-Pitt Focalipse—	612C Portable radiant...	12-in. copper reflector...	660.....	110-120.....	None.....	Buff enamel.....	\$7.50
		12-in. chromium plated..	660.....	110-120.....	None.....	Red, blue, green.....	9.50
	914C Portable radiant...	14-in. copper reflector...	1,000.....	110-120.....	None.....	Buff enamel.....	10.00
		14-in. chromium plated..	1,000.....	110-120.....	None.....	Red, blue, green.....	12.50
	2914C Portable radiant...	14-in. copper reflector...	1,000.....	220.....	None.....	Buff enamel.....	10.50
		14-in. chromium plated..	1,000.....	220.....	None.....	Red, blue, green.....	12.50
Anderson-Pitt—Juven-Ray.....	Health.....	12-in. chromium plated.. (Adjustable 4 to 6 ft.)	660.....	110-120.....	None.....	Ivory, blue, green.....	24.50
Bay Ridge Specialty Co., 682 Stokes Ave., Trenton, N. J.							
R23.....	Wall.....	9x9x4.....	660.....	110.....	Switch.....	China case, chrome reflector.....	\$35.00
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)							
Torrid—H-0101.....	Portable radiant...	12-in. copper bowl.....	660.....	110.....	None.....	Cream, pastel green, bronze.....	\$4.50
Bossert Corp., Utica, N. Y.							
Bossert Duplex.....	Portable.....	18½x13½.....	660-1,000.....	110.....	2-heat switch.....	Polished steel and copper nickel, lacquered.....	\$10.00
<i>(Elements: Bossert)</i>							
Carmean Electric Co., 1609 E. 9th St., Kansas City, Mo.							
Carmean—1A.....	Portable fan circu- lation	16x13x9.....	3,600.....	220.....	{ Switch for fan or } { heat independent }	Statuary bronze.....	\$38.00
4A.....		14½-in. height.....	1,320.....	110.....		Statuary bronze.....	33.50
<i>(Elements: Driver-Harris)</i>							
Betsy Ross Electric Products Co., Johnson City, N. Y.							
Betsy Ross—6111-I.W.....	Portable radiant...	Bowl.....	660.....	110.....		Copper.....	\$4.00
6211-I.W.....	Portable radiant...	Bowl.....	660.....	110.....		Chrome.....	5.00
Century Stove & Manufacturing Co., Johnstown, Pa.							
"Sun-Stream".....	Electric heater.....	Global heating unit.....		500.....		8-ft. cord with separate plug...	\$7.50

Trade Name and Model	Type	Overall Dimensions, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Champion Electric Co., 1051 Power Ave., Cleveland, Ohio							
"Halelectric"—RS Radiator.....		5x18½x14½*	1-660				\$10.00
"Halelectric"—RL Radiator.....		5x18½x19½	1-1,000				15.00
*10 sq.ft. radiating closed, 1-heat surface. †15 sq.ft. radiating closed, 1-heat surface.							
Chicago Electric Mfg. Co., 2801-35 S. Halsted St., Chicago, Ill.							
Handy Hot—Z-50G.....	Portable radiant....	12½-in. cop. plated bowl...	645 bayonet element	110.....	No controlling switch*	Green, gold, black enamel finish..	\$4.50
Z-50R.....	Portable radiant....	12½-in. cop. plated bowl...		110.....		Red, gold, black enamel finish..	4.50
Z-38.....	Portable radiant....	12½-in. cop. plated bowl...		110.....		Blue, white, gold, plastic finish..	5.00
Z-39.....	Portable radiant....	12½-in. cop. plated bowl...		110.....		Pink white, gold, French plastic finish.....	5.00
Z-51.....	Portable radiant....	12½ in. chrom. pl. bowl	450 lock type element.....	110.....	No controlling switch*	Red, gold, black, enamel finish..	9.00
Z-47.....	Portable radiant....	11½-in. cop. plated bowl...		110.....		Indian red or Nile green finish..	2.25
Victory—Z-53.....	Portable radiant....	10-in. cop. plated bowl....		110.....		Nile green finish.....	1.45
*Cord attached direct.							
Cincinnati Victor Co., 712 Reading Rd., Cincinnati, Ohio							
Victor—1.....	Portable radiant....	11½ in. copper bowl.....	550.....	110.....	None.....	Green and colors.....	\$2.00
Victor—1A.....	Portable radiant....	11½ in. copper bowl.....	550.....	110.....	None.....	Green and colors.....	2.35
Safe-Glo—5.....	Portable radiant....	11½ in. copper bowl.....	550.....	110.....	None.....	Bronze and colors.....	3.75
Safe-Glo—6.....	Portable radiant....	11½ in. copper bowl.....	550.....	110.....	None.....	Bronze and colors.....	3.25
Imperator—4.....	Portable radiant....	13½ in. copper bowl.....	600.....	110.....	None.....	Bronze and colors.....	7.50
(Elements: Chrome! A: Chromel C)							
Com-Fo-Lator Co., 1044 So. Olive St., Los Angeles, Cal.							
Com-Fo-Lator.....	Comb. heater and fan		1,500.....		Switches.....	Porcelain enamel.....	\$45.00
Fan operates at 800 r.p.m. for heater, 1,500 r.p.m. for cooling.							
Dominion Elec. Mfg. Co., 712-22 Ontario Ave., W. Minneapolis, Minn.							
"Modern-Mode"—550.....	Portable radiant....	13½ in. chrome bowl.....	660.....	110.....			\$4.95
551.....	Portable radiant....	13½ in. chrome bowl.....	1,000.....	110.....			5.95
"Justrite"—260.....	Portable radiant....	13 in. copper bowl.....	660.....	110.....			3.17
261.....	Portable radiant....	13 in. chrome bowl.....	660.....	110.....			3.59
258.....	Portable radiant....	10½ in. copper bowl.....	660.....	110.....			2.10
259.....	Portable radiant....	10½ in. chrome bowl.....	660.....	110.....			2.50
Double Heat Elec. Heater Co., 17 West 44th St., New York, N. Y.							
Double-Heat—1.....	Portable convection*	16x12½x3½-in. oval copper reflector.....	660.....	110, 220 or 32.	None.....	Brown and maroon.....	\$12.00
*Conduction and radiant combination (Element: Nichrome)							
Eagle Elec. Mfg. Co., Inc., 59 Hall St., Brooklyn, N. Y.							
Eagle Gloheater—500.....	Portable radiant....	14-in. coppered.....	660.....	110-120.....	None.....	Brown enamel.....	\$4.25
Edison General Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill. (See Ads. Page 141) (See Ads. Page 107)							
Hotpoint Hedlite Radiant—111-A-44.....	Portable radiant....		1,320.....	110-220 a.c.....		Brown.....	\$13.00
Villa-Sunbowl—116-A-50.....	Portable radiant....		660.....	105, 115, 125.		Tower gray.....	4.95
Granada Focalipse—116-A-51.....	Portable radiant....		660.....	105, 115, 125.		Blue and silver.....	8.00
Romona Focalipse—119-A-51.....	Portable radiant....		660.....	105, 115, 125.		Black and silver.....	9.50
New Barcelona—140-A-52.....	Portable radiant....		1,000.....	105, 115, 125.		Green.....	10.00
Focalipse—149-A-52.....	Portable radiant....		1,000.....	105, 115, 125.		Green.....	12.50
Navarre—119-A-58.....	Portable radiant....		1,000.....	105, 115, 125.		Blue and silver.....	7.50
Electric Steam Radiator Co., 721 Virginia St., Seattle, Wash.							
Corto and Electro Vapor.....	Portable steam and hot water.....	Stand. cast iron rad. sizes	1,500, 2,500, 3,500-5,000*	120-240.....	3-heat switch†.....	Enamel.....	\$40.00 up
*Also 1,200. †And thermostatic.							
Emerson-Brantingham Co., Rockford, Ill.							
50.....	Portable circulat- ing fan, 12 lbs.	11x9½x5.....	990.....	110-50 or 60 cycles 25	Universal.....	Walnut or copper green.....	\$11.50
60.....		11x9½x5.....	990.....			Walnut or copper green.....	12.50
70.....		11x9½x5.....	990.....			Walnut or copper green.....	14.75
51.....		11x9½x5.....	1,475.....			Walnut or copper green.....	12.50
61.....	Hot and cold.....	11x9½x5.....	1,475.....			Walnut or copper green.....	13.50
71.....		11x9½x5.....	1,475.....			Walnut or copper green.....	15.75
52.....		11x9½x5.....	1,475.....			Walnut or copper green.....	15.00
62.....		11x9½x5.....	1,475.....			Walnut or copper green.....	16.00
72.....	Hot and cold.....	11x9½x5.....	1,475.....			Walnut or copper green.....	19.75
105.....		11x10x5.....	1,375.....			Walnut.....	8.50
115.....		11x10x5.....	1,375.....			Walnut.....	9.50
125.....		11x10x5.....	1,375.....			Walnut.....	11.75
106.....	Hot and cold.....	11x10x5.....	1,375.....			Walnut.....	10.00
116.....		11x10x5.....	1,375.....			Walnut.....	11.25
126.....		11x10x5.....	1,375.....			Walnut.....	14.75
		11x10x5.....	1,375.....			Walnut.....	
		11x10x5.....	1,375.....			Walnut.....	
Ev'ryday Elec. Co., Marion, Ind.							
Ev'ryday—106B.....	Portable radiant....	12½-in. bowl.....	600.....	110.....	None.....	Two tone.....	\$3.50
(Elements: Nichrome)							
Favorite Stove and Range Co., Piqua, Ohio							
Favorite.....	Portable radiant....	12x13½x6.....	Global unit...	110.....	None.....	Statuary bronze.....	
Fitzgerald Mfg. Co., Torrington, Conn.							
Star-Rite.....	Portable radiant....	14-in. copper bowl.....	630.....	110-220.....	None.....	Chrome.....	\$6.50
(Element: Nichrome)							
A. C. Gilbert Co., New Haven, Conn.							
Polar Cub—B-100.....	Portable radiant....	11-in. copper bowl.....	600.....	110.....	None.....	Burnished copper, black base....	\$2.95
B101.....	Portable radiant....	14 in. copper reflector...					\$4.95
A102, Warm Air Circulating Fan							9.95
Graybar Electric Co., Lexington Ave. and 43rd St., New York, N. Y. (See Ads. Page 149)							
Graybar—5.....	Portable radiant....	10-in. copper bowl.....	550.....	600.....	None.....	Webb bronze.....	\$4.75
75.....	Portable radiant....	14-in. copper bowl.....	640.....	660.....	None.....	Webb bronze.....	7.50
(Element: Chromel A)							
Hoffman Specialty Co. of California, Ltd. (Electrical Division) El Mirador Drive, Pasadena, Cal. Mail Address, P.O. Box 240							
Thermador—P202B.....	Portable.....	22x16x5½.....	2,000.....	230.....	1 cold, 1 hot.....	Statuary bronze.....	\$55.00
P302B.....	Portable.....	22x16x5½.....	3,000.....	230.....	1 cold, 1 high, 1 low	Statuary bronze.....	66.25
P402B.....	Portable.....	22x16x5½.....	4,000.....	230.....	1 cold, 1 high, 1 low	Statuary bronze.....	77.25
P502B.....	Portable.....	22x16x5½.....	5,000.....	230.....	1 cold, 1 high, 1 low	Statuary bronze.....	84.25
PA202B.....	Portable.....	22x16x5½.....	2,000.....	230.....	Thermostat.....	Statuary bronze.....	70.00

Heaters, Portable—Continued

Appliance

Trade Name and Model	Type	Overall Dimensions, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Hoffman Specialties Co. (Continued)							
PA302B.....	Portable.....	22x16x5 1/2	3,000.....	230.....	Thermostat.....	Statuary bronze.....	81.25
PA402B.....	Portable.....	22x16x5 1/2	4,000.....	230.....	Thermostat.....	Statuary bronze.....	92.25
PA502B.....	Portable.....	22x16x5 1/2	5,000.....	230.....	Thermostat.....	Statuary bronze.....	99.25
Eight feet of cord with wall plug furnished. Special finishes extra. Thermostat mounted on heater grille.							
Heat Fan—HF131.....	Portable.....	13x10x4 1/2	1,350.....	110.....	I cold, I hot.....	Statuary bronze.....	19.80
HF161.....	Portable.....	13x10x4 1/2	1,650.....	110.....	I cold, I hot.....	Statuary bronze.....	19.80
Eight feet of cord with wall plug furnished. Special finishes extra.							
Thermostat—Separate mounting—Rating 25 amp.....							
Wall Cans—All sizes (net amount deducted from total cost of heater when wall cans are omitted).....							
Homeservice Electric Co., Division of George W. McNear, Inc., Brookline, Mass.							
Elektra-Steam.....	Portable cabinet, Various sizes.....	1,250.....	110.....	Switch.....	Wal., antique ivory, olive green.....		
Hot Glow Electric Mfg. Co., 1511 Niagara St., Buffalo, N. Y.							
Hot Glow—7.....	Portable radiant.....	13-in. copper bowl.....	550.....	110-120.....	None.....		\$6.00
1.....	Radiant.....						14.00
2.....	Radiant.....						12.00
20.....	Log.....						34.00
30.....	Fireplace.....						34.00
Industrial Mfg. Co., 79 Sudbury St., Boston, Mass.							
Imco.....	Portable rad., 19 lbs. 22 1/2 x 14 x 9.....		600-1,000* 1,000-2,000†	110-220.....		Nickel and black japan.....	\$20.00 to 37.50
*4 section. †6 section.							
Jiffy Electric Water Heater Co., Hazel Park Station, Detroit, Mich.							
Jiffy.....	Circulating fan.....	15x10x8 in.....					\$13.50
Knapp Monarch Company, St. Louis, Mo.—(See Adv. Page 137)							
Monarch—300.....	Portable radiant.....	10-in. copper.....	550.....	110-120.....	None.....	Bronze.....	\$1.50
325.....	Portable radiant.....	11-in. copper.....	550.....	110-120.....	None.....	Green.....	1.75
650.....	Portable radiant.....	11-in. copper.....	550.....	110-120.....	None.....	Chrome, Bronze.....	2.60
310.....	Portable radiant.....	13-in. copper.....	550.....	110-120.....	None.....	Bronze.....	3.75
Therm-a-Hot Reflex—315.....	Portable radiant.....	13-in. copper.....	660.....	110-120.....	None.....	Green and black-copper bowl.....	3.95
320.....	Portable radiant.....	13-in. copper.....	660.....	110-120.....	None.....	Green and black-chrome bowl.....	4.95
330.....	Portable radiant.....	15-in. copper.....	1,000.....	110-120.....	None.....	Bronze chrome bowl.....	5.95
Therm-A-Magic.....	Air fan.....		1,000.....	115.....	None.....	Walnut.....	9.95
Landers, Frary & Clark, New Britain, Conn.							
Universal—E-9954.....	Portable radiant.....	14-in. copper bowl.....	625.....	110.....	None.....	Dark bronze enamel.....	\$7.95
E-9927.....	Portable radiant.....	12 1/2-in. copper bowl.....	625.....	110.....	None.....	Mahogany red.....	5.00
E-9910.....	Portable radiant.....	10-in. copper bowl.....	625.....	110.....	None.....	French gray.....	3.95
E-9937.....	Portable radiant.....	14-in. copper bowl.....	625.....	110.....	None.....	Statuary bronze.....	6.50
E-7937X.....	Portable radiant.....	14-in. chromium, 1,000 watt bowl.....	1,000.....	110.....	None.....	Statuary bronze.....	7.50
E-7957.....	Portable radiant.....	14-in. chrom. plate bowl.....		110.....	None.....	Statuary bronze, green.....	7.95
E-7937.....	Portable radiant.....	14-in. chromium bowl.....		110.....	None.....	Statuary bronze.....	6.95
Landers—E-5927.....	Portable radiant.....	12 1/2-in. copper bowl, mahogany red finish.....		110.....	None.....		3.95
Lindemann & Hoverson Co., A. J., Milwaukee, Wis.							
L. & H. Electric—402.....							
403.....	Portable radiant.....	14-in. square bowl, cop.....	630.....	110.....	None.....		
401.....	Portable radiant.....	12-in. sq. bowl, chrom.....	630.....	110.....	None.....		
400.....	Portable radiant.....	10-in. copper bowl.....	630.....	110.....	None.....		
410.....	Portable radiant.....	10-in. bowl.....	630.....	110.....		Antique moss.....	
411.....	Portable radiant.....	12-in. bowl.....	630.....	110.....		Antique moss.....	
412.....	Portable radiant.....	14-in. bowl.....	630.....	110.....		Antique moss.....	
413.....	Portable radiant.....	14-in. bowl.....	1,000.....	110.....		Antique moss.....	
941.....	Portable convection.....	19 1/2 x 18 x 8.....	1,320.....	110.....	Toggle switch.....	Mahogany, porcelain.....	
942.....	Portable convection.....	19 1/2 x 18 x 8.....	2,000.....	110.....	Toggle switch.....	Mahogany, porcelain.....	
952.....	Portable convection.....	19 1/2 x 18 x 8.....	2,000.....	220-240.....	Toggle switch.....	Mahogany, porcelain.....	
953.....	Portable convection.....	20 1/2 x 28 x 8.....	3,000.....	220-240.....	Toggle switch.....	Mahogany, porcelain.....	
954.....	Portable convection.....	20 1/2 x 28 x 8.....	4,000.....	220-240.....	Toggle switch.....	Mahogany, porcelain.....	
955.....	Portable convection.....	22 x 38 x 8.....	5,000.....	220-240.....	Toggle switch.....	Mahogany, porcelain.....	
(Elements: Chromel A)							
Luna Metal Craft Corp., 38-40 Emerson Place, Brooklyn, N. Y.							
Electric Radiator.....	Cabinet.....		500-1,000.....			Enamel.....	
Lynn Products Company, Lynn, Mass.							
Lynn.....	Port. rad. equipped with humidifier.....	17 1/2 x 23 x 4 1/2.....	1,000.....	110-120.....	3-switch.....	Gilt.....	\$25.00
Markel Electric Craft Corp., 145 Seneca St., Buffalo, N. Y.							
Heataire—80.....	Portable.....	15x9 1/2 x 5.....	660.....	115.....		Burnt brass.....	\$6.50
82.....	Portable.....	15x9 1/2 x 5.....	1,000.....	115.....		Burnt brass.....	6.50
88.....	Portable.....	15x9 1/2 x 5.....	1,000.....	230.....		Burnt brass.....	6.50
Master Electric Co., Dayton, Ohio							
Electric Circulating Air Heater.....	Master-bilt hot air circulator.....	8 in.....	850.....				\$8.50
Metal Ware Corp., Two Rivers, Wis.							
Empire—S-72.....	Portable radiant.....	12-in. copper bowl.....	660.....	110.....	None.....	Arabian bronze.....	\$5.00
(Elements: Nichrome IV)							
Miller-Somes, Inc., Tarrytown, N. Y.							
Miller-Somes—A660.....	Portable natural circulation		660.....	110-120.....	None.....	Natural mahogany.....	\$21.00
A660.....			660.....	110-120.....	None.....	Natural walnut.....	21.00
A660.....			660.....	110-120.....	None.....	Ivory.....	19.00
A660.....			660.....	110-120.....	None.....	Jade green.....	19.00
A1250.....			1,250.....	110-120.....	None.....	Natural mahogany.....	28.00
A1250.....			1,250.....	110-120.....	None.....	Natural walnut.....	28.00
A1250.....			1,250.....	110-120.....	None.....	Ivory.....	26.00
A1250.....			1,250.....	110-120.....	None.....	Jade green.....	26.00
A1250.....			1,250.....	110-120.....	Mercoïd thermo.....	Natural mahogany.....	55.00
A1250.....			1,250.....	110-120.....	Mercoïd thermo.....	Natural walnut.....	55.00
A1250.....			1,250.....	110-120.....	Mercoïd thermo.....	Ivory.....	53.00
A1250.....			1,250.....	110-120.....	Mercoïd thermo.....	Jade green.....	53.00
A1250.....	With humidifier.....		2,500.....	110-120.....	Mercoïd thermo.....	Natural mahogany.....	75.00
A1250.....	With humidifier.....		2,500.....	110-120.....	Mercoïd thermo.....	Natural walnut.....	75.00
A1250.....	With humidifier.....		2,500.....	110-120.....	Mercoïd thermo.....	Ivory.....	75.00
A1250.....	With humidifier.....		2,500.....	110-120.....	Mercoïd thermo.....	Jade green.....	75.00
(Elements: Heavy Nichrome Ribbon, non-glowing, low temperature, electric arc-welded terminals)							

Trade Name and Model	Type	Overall Dimensions, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price		
National Stamping & Electric Works, 3212 W. Lake St., Chicago, Ill.									
White Cross—232.....	Portable radiant....	12-in. copper bowl pl....	630.....	110.....	None.....	Green.....	\$4.50		
Noblitt-Sparks Industries, Inc., Indianapolis, Ind.									
Arvin.....	Portable circulating fan type, 10 lbs....	15x10x11.....		110-125.....		Morocco cabinet, rose, Nile green brown, gray.....	\$12.75		
Nocare Electric Radiator Corp., 1 East 42nd St., N. Y. C.—(See adv. page 156)									
Automatic Elec. Steam Radiators.....			750-3,000.....						
The Ohio Art Co., Bryan, Ohio									
Delta—700.....	Portable radiant....	Copper bowl.....				Pine tree crinkle finish.....			
Proctor & Schwartz Elec. Co., Seventh and Tabor Rd., Philadelphia, Pa.									
Proctor Electric Radiator—1110.....	Portable convector..	9x21x24.....	750-1,500.....		2-heat.....	Colors.....	\$15.00		
Prometheus Electric Co., 360 W. 13th St., New York City									
Prometheus—301.....	Comb. convection and radiant, 12 lbs.	17x14x4½ in.....	1,000.....				\$9.95		
Rock Island Mfg. Co., Rock Island, Ill.									
Rayflector—H-187.....	Bowl.....	16x13.....	660.....	110.....	1-heat.....	Green enamel.....	\$4.95		
Giant Rayflector—H-200.....	Bowl.....	19½x16.....	660.....	110.....	1-heat.....	Green enamel.....	6.95		
(Elements: Chromel C; Nichrome II and III; Tophet C.)									
Rutenber Electric Co., Marion, Ind.									
Marion—50.....	Portable radiant....	13½-in. copper bowl.....	640.....	110.....	None.....	Maroon.....	\$7.00		
501-Junior.....	Portable radiant....	12-in. copper bowl.....	640.....	32-110 or 220	None.....	Lacquer.....	4.75		
35E.....	Portable convection.....		1,500.....	110 or 220...	3-heat.....	Copper, nickel and black japan..	20.00		
35F.....	Portable convection.....		2,000.....	110 or 220...	3-heat.....	Copper, nickel and black japan..	22.00		
35H.....	Portable convection.....		3,000.....	110 or 220...	3-heat.....	Copper, nickel and black japan..	25.00		
Samson United Corp., Rochester, N. Y.									
185, Samson Space Heater.....			660.....			Panelled chromium plated bowl	\$4.95		
186, Samson Space Heater.....			1,000.....			Panelled chromium plated bowl	5.45		
Seymour Products Co., Seymour, Conn.									
Seymour.....	Portable convection. 9x10-in. cylinder.....		660.....	110.....	None.....	Nickel plated.....	\$8.50		
F. W. Shepler Stove Co., 1312 Sheffield St., Pittsburgh, Pa.									
Radia—105.....	Portable.....	13x9x6.....	660.....	110.....	None.....	Nickel.....	Without Switch \$6.50		
110PF.....	Portable.....	11x14x7.....	660.....	110.....	With and without..	Nickel.....	\$10.00 \$11.00		
120PF.....	Portable.....	11x14x7.....	660.....	220.....	With and without..	Nickel.....	13.00 14.00		
210PF.....	Portable.....	17x14x7.....	1,000.....	110.....	With and without..	Nickel.....	15.00 16.00		
220PF.....	Portable.....	17x14x7.....	1,000.....	220.....	With and without..	Nickel.....	15.00 16.00		
Simplex Division, Edison General Elec. Appl. Co., 5600 W. Taylor St., Chicago, Ill.									
Simplex Sunbowl									
Junior—816-A-96.....	Portable radiant....	10-in. cop. plated bowl.....	660.....	105, 115, 125 200, 220, 240	Attached cord....	Interlaken blue.....	\$4.50		
Venetian—97.....	Portable radiant....	14½-in. cop. plated bowl.....	660.....		Attached cord....	Venetian red and black spatter..	6.50		
Mandarin—98.....	Portable radiant....	14½-in. cop. plated bowl.....	660.....		Detachable cord..	Mandarin red and silver modern- istic finish.....	7.50		
Mardi Gras—819-A-54.....	Portable radiant....	14½-in. chrom. plate bowl.....	660.....	105, 115, 125.	Attached cord....	Modernistic black, silver and scarlet finish.....	8.00		
Mardi Gras—819-A-59.....	Portable radiant....	14½-in. chrom. plate bowl.....	1,000.....		Attached cord....	Modernistic black, silver and scarlet finish.....	8.50		
Standard Electric Stove Co., 1714 North 12th St., Toledo, Ohio									
Standard—H-14.....	Portable radiant....	18½x14x8.....	660-1,000.....	100, 110, 120, 130	1-heat.....	Olive green.....	\$10.00		
H-17.....	Wall.....	17x20.....	1,300-2,000.....		3-heat.....	White porcelain.....	25.00		
Steinmetz & Company, Inc., 30 Church St., New York, N. Y.									
Global Steinmetz.....	Wall portable.....	18x17.....	1,000 or 1,500.	110, 220 or 32	None.....	White enamel.....	\$25.00		
Stoughton Mfg. Co., Stoughton, Wis.									
Hot Breeze—1.....	Port. open fan circu.	12x9x5.....	600.....	110.....	None.....	Nickel.....	\$6.00		
Clark—1.....	Portable convection.	Art metal.....	1,000.....	110.....	None.....	Choice six colors.....	11.50		
2.....	Portable convection.	Art metal.....	2,000.....	110 or 220...	None.....	Choice six colors.....	21.00		
3.....	Portable convection.	20x29x10*.....	3,000.....	220.....	Thermos'tic switch	Mahogany finish (baked enamel)	42.00		
4.....	Portable convection.	26x36x10*.....	4,000.....	220.....	Thermos'tic switch	Mahogany finish (baked enamel)	60.00		
5.....	Portable convection.	30x40x10*.....	5,000.....	220.....	Thermo'stic switch	Mahogany finish (baked enamel)	85.00		
*Art metal cabinet.									
Superior Electric Products Corp., 1300-1310 S. 13th St., St. Louis, Mo.									
Super Lectric—99.....	Combination porta- ble*.....	12½x8.....	1,210.....		Hotplate or heater†	Black japan, nickel.....	\$3.50		
98.....	Portable drum heat.	12½x8.....	660.....			Black, japan, nickel.....	2.50		
*Heater and hotplate. †Can be used separately. (Elements: Nichrome)									
Swartzbaugh Mfg. Co., Toledo, Ohio—(See adv. page 126)									
Everhot Room Heater—570.....		24x12.....	Max. 1,100.....			Pure white.....	\$7.50		
575.....		24x12.....	Max. 1,100.....			Grained walnut.....	8.50		
Thermostove Corp. Ltd., 153 Thirteenth St., Oakland, Cal.									
Thermoflow—T.....	Portable cyl., 8 lbs.	10 in.....	1,000.....	110.....	3-heat switch.....	Aluminum.....	\$15.00		
Thermoflow, Jr.—J.....		10 in.....	1,250.....	110.....	1-heat no switch..	Aluminum.....	11.50		
Utica Products, Inc., Utica, N. Y.									
Utica—3H.....	Portable convec- tion, radiant {	18x10-in. cylinder.....	1,000.....	110.....	3-heat switch.....	{ Antique gold, two tone peach, blue, green or orange comb. }	\$15.00		
1H.....		18x10-in. cylinder.....	1,000.....	110.....	None.....		12.50		
(Elements: Nichrome IV)									
Visconti Electric Radiator Co., Inc., 385 Fifth Ave., New York City—(See adv. page 7)									
Visconti.....	Portable radiator....		660.....				\$19.95		
Visconti.....	Portable radiator....		1,000.....				22.95		
Visconti.....	Portable radiator....		1,500.....				29.95		
Visconti.....	Portable radiator....		2,000.....				38.50		
Visconti.....	Portable radiator....		2,500.....				47.50		
Visconti.....	Portable radiator....		3,000.....				56.50		
Visconti.....	Portable radiator....		5,000.....				68.50		

Heaters, Portable—Continued

Appliance

Trade Name and Model	Type	Overall Dimensions, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Waage Electric Co., 5100 W. Ravenswood Ave., Chicago, Ill.							
Sun Heat—130.....	Portable radiant....	13½-in. copper bowl....	660.....	110.....	None.....	Bronze.....	\$5.50
(Element: Nichrome IV)							
Weir Electric Appliance Co., Oakland, Cal.							
Weir Junior Portable—J.....	Port., rad. and conv.	17x12x5.....	1,500.....	110-220.....	3-heat switch.....	Statuary bronze, gray, or colored enamels.....	20.00
*Colors, \$2.50 extra.							
West, Inc., 390 First St., San Francisco, Calif.							
West—10RC.....	Portable.....	17x12x7½.....	1,250 or less.....	110-220.....	3-heat switch.....	Nickel.....	\$20.00
15RC.....	Portable.....	17x12x7½.....	1,500.....	110-220.....	3-heat switch.....	Nickel.....	25.00
20RC.....	Portable.....	17x17x7½.....	2,000.....	110-220.....	3-heat switch.....	Nickel.....	40.00
25RC.....	Portable.....	17x17x7½.....	2,500.....	220.....	3-heat switch.....	Nickel.....	45.00
30RC.....	Portable.....	17x22x7½.....	3,000.....	220.....	3-heat switch.....	Nickel.....	50.00
40RC.....	Portable.....	17x27x7½.....	4,000.....	220.....	3-heat switch.....	Nickel.....	60.00
50RC.....	Portable.....	17x33x7½.....	5,000.....	220.....	3-heat switch.....	Nickel.....	70.00
60RC.....	Portable.....	17x39x7½.....	6,000.....	220.....	3-heat switch.....	Nickel.....	80.00
70RC.....	Portable.....	17x45x7½.....	7,000.....	220.....	3-heat switch.....	Nickel.....	90.00
80RC.....	Portable.....	17x55x7½.....	8,000.....	220.....	3-heat switch.....	Nickel.....	100.00
Dark statuary bronze finish 10% additional. Thermostats mounted in portable heaters, \$10.70 extra.							
Westinghouse Electric & Mfg. Co., Mansfield, Ohio. (See Adv. Pages 22, 3 and 155)							
Cone Glow Cozy Glow.....	Portable radiant....	14-in. chrome plated bowl.....	1,000.....	110 or 220.....	None.....	Bronze finish.....	\$10.00
Cozy Glow with Cone Glow Unit.....	Portable radiant....	10-in. chrome plated bowl.....	630.....	110-220.....	None.....	Decorated statuary bronze.....	7.95
Standard Cozy Glow.....	Portable radiant....	10-in. cop. plated bowl.....	660.....	110-220.....	None.....	Statuary bronze.....	5.95
Cozy Glow.....	Portable radiant....	14-in. chrome plated bowl.....	800.....	110-220.....	None.....	Statuary bronze.....	8.50
Portable Room.....	Port. rad. and conv.		1,250.....	110 or 220.....	Gravity protection.....	Bronze finish.....	12.50

Heating Pads

Trade Name and Model	Size and Cover	Heat Control	Retail Price
American Gas & Machine Co., Inc., Albert Lea, Minn. (See Adv. Page 132)			
50, American.....	12x16 in. eiderdown and silk.....	3-heat.....	6.75
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)			
<i>Torrid</i>			
Standard, A4101....	12x15 in. chinchilla eiderdown cover—peach, old rose, green and blue, extra rubberized cover, 3-heat switch.....	Two thermostats.....	\$5.95
Wilwear, A5402....	12x15 in. ripple eiderdown cover—coral, orchid, green, blue—extra muslin cover—3-heat switch.....	Two thermostats.....	4.45
Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.			
Bersted 50.....	12x15 in.....	3-heat.....	\$7.50
(Element: Nichrome)			
Bobbett Electric Manufacturing Company, 4307 Cottage Grove Ave., Chicago, Ill.			
<i>Bobbett</i>			
Unexcelled A.....	12x15 in.....	3-heat.....	\$7.50
B.....	9x12 in.....	1-heat.....	5.00
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			
<i>Betsy Ross</i>			
1216.....	Old rose and gray.....	3-heat switch.....	\$6.00
(Element: Nichrome and Nichrome IV)			
Chicago Flexible Shaft Co., Roosevelt Road and Central Ave., Chicago, Ill.			
<i>Sunbeam Wetproof</i>			
H581, Wetproof....	12x15 in., lavender eiderdown.....	3-heat.....	\$9.50
H583, Wetproof....	12x15 in., straw eiderdown....	3-heat.....	9.50
H584, Wetproof....	12x15 in., tan eiderdown.....	3-heat.....	9.50
H590, Wetproof....	12x22 in., tan eiderdown.....	3-heat.....	11.00
H586, Wetproof....	13x16 in., lavender eiderdown.....	3-heat.....	10.50
(Form-fit)			
<i>Sunbeam Standard (non-wetproof)</i>			
H595.....	12x15 in., lavender eiderdown.....	3-heat.....	6.50
H596.....	12x15 in., green eiderdown....	3-heat.....	6.50
<i>Princess</i>			
HP50.....	12x15 in., gray eiderdown....	3-heat.....	6.00
<i>Stewart</i>			
HS30.....	12x15 in., gray eiderdown....	1-heat.....	4.50
Dominion Electrical Mfg. Co., 712-22 Ontario Avenue, West, Minneapolis, Minn.			
<i>Dominion</i>			
603.....	12x15 in.....	3-heat.....	\$5.00
604.....	12x15 in.....	3-heat.....	5.50
605, Justrite.....	12x15 in.....	3-heat.....	3.29
606, Empress.....	13x16 chinchilla cover.....	3-heat.....	7.00
(Element: Chromel A and Nichrome IV)			
Drake Electric Works, 3943 Lincoln Avenue, Chicago, Ill.			
Drake 4.....	12x15 in.....	3-heat.....	\$6.00
Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y.			
<i>Eagle</i>			
350.....	12x15 in. tan cover, cord att'd.....	3-heat.....	\$6.50
351.....	12x15 in. tan cover, cord att'd.....	1-heat.....	4.50
352.....	12x15 in. tan and brown check.....	1-heat.....	3.50
Edison General Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.			
<i>Hotpoint</i> (See Adv. Pages 141 and 107)			
114-Q-7.....	Relief.....	Single heat.....	\$5.00
33-Q-7.....	Utility.....	3-heat.....	6.50
136-Q-7.....	Comfort.....	3-heat.....	8.00

Trade Name and Model	Size and Cover	Heat Control	Retail Price
Edison General Electric Appliance Co.—Continued			
136-Q-8.....	Reliable.....	3-heat.....	5.95
136-S-7.....	Pillow pad.....	3-heat.....	12.50
Fitzgerald Manufacturing Company, Torrington, Conn.			
<i>Star-Rite</i>			
Aristocrat 381.....	12x15 in. rose wool.....	3-heat.....	\$10.00
B377.....	12x15 in. tan wool brown binding.....	3-heat.....	6.00
C378.....	12x15 in. blue and cream plaid wool.....	3-heat.....	6.00
D379.....	12x15 in. brown and tan plaid wool.....	3-heat.....	6.00
E380.....	12x15 in. red and gray plaid wool.....	3-heat.....	6.00
Lightning, 373.....	Blue 12x15 in.....	3-heat.....	4.50
Lightning, 374.....	Rose 12x15 in.....	3-heat.....	4.50
Lightning, 375.....	Tan 12x15 in.....	3-heat.....	4.50
(Element: Nichrome)			
Gold Seal Electrical Company, Poughkeepsie, N. Y.			
<i>Gold Seal</i>			
20.....	12x15 in. tan blue, rose and gray eiderdown.....	3-heat.....	\$5.00
19-5.....	Tan, blue, rose and gray eiderdown with switch....		2.75
(Element: Nichrome IV)			
Graham Corp., 4221 West Carroll Avenue, Chicago, Ill.			
<i>Graham</i>			
Warming Belt.....	10x20 to 50 in.....	1-heat.....	\$12.00
		3-heat.....	15.00
Sleeping Blanket....	30x64 in.....	3-heat.....	39.50
Health Blanket.....	68x83 in.....	1-heat.....	78.00
All-Purpose Pad.....	12x15 in.....	3-heat.....	8.00
All-Purpose Pad.....	12x20 in.....	3-heat.....	9.00
Face Mask.....		1-heat.....	15.00
Head Cap.....		1-heat.....	15.00
Neck and Utility....		1-heat.....	7.00
Hewitt Electric & Manufacturing Co., 1169 Mass Ave., Arlington, Mass. (See Adv. Page 139)			
Hewitt, 46.....	12x15 in. peach, lavender....	6-heat.....	\$8.00
Wovenheat, 42.....	12x15 in. peach.....	2-heat.....	5.50
Sleeping Blanket.....			
170.....	66x80 in.....	Single heat.....	55.00
175.....	66x80 in.....	Multiple heat.....	65.00
Sweat Blanket, 190.....	66x80 in.....	Multiple heat.....	85.00
Kelvin Engineering Co., 106 Front St., N. Y. C.			
Kelvin.....	Plain or ripple eiderdown sanitary washable slip.....	3-heat.....	\$5.95
Knapp Monarch Co., St. Louis (See Adv. Page 137)			
KM, 801.....	10x12 in., flannel.....	1-heat, thermostat....	\$2.00
KM, 806.....	12x15 in., eiderdown.....	3-heat, thermostat....	3.50
Therm-A-Hot, 805.....	12x15 in., eiderdown.....	3-heat, thermostat....	3.75
DeLuxe, 810.....	12x15 in., eiderdown.....	3-heat, double thermo	7.95
Landers, Frary & Clark, New Britain, Conn.			
<i>Universal</i>			
E9940.....	12x15 in. gray, eiderdown....	3-heat (110 volts)....	\$8.95
		(220 volts).....	10.25
E9945.....	Azure blue.....	3-heat.....	8.95
E9943.....	Rose pink.....	3-heat.....	8.95
E9944.....	Lavender.....	3-heat.....	8.95
9194.....	12x15 in. brown eiderdown....	3-heat.....	4.95
E99943.....	12x15 in. brown eiderdown....	1-heat (32 volts)....	9.00

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Trade Name and Model	Size and Cover	Heat Control	Retail Price
Landers, Frary & Clark—Continued			
Mod. T pad.....	12x15.....	3-heat.....	\$4.00
Blanket.....	30x62.....	3-heat.....	25.00
9344.....	12x15 in. orchid.....	3-heat.....	6.95
9346.....	12x15 in. green.....	3-heat.....	6.95
9347.....	12x15 in. green.....	3-heat.....	6.95
9294 Bandage.....	4 1/2 x 18 in. brown eiderdown.....	1-heat.....	3.95
E-9941.....	12x24 in. double size, gray.....	3-heat.....	13.25
E9994.....	10 1/2 x 13 in. brown eiderdown.....	1-heat.....	4.45
E9040 Form Fitting Landers.....	15x15 in. pearl gray eiderdown.....	3-heat.....	9.50
5194.....	12x15 in. blue.....	3-heat.....	3.98
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.			
L & H Electrics			
702.....	12x15 in.....	3-heat switch.....	
(Elements: Chromel A)			
Lindstrom & Company, 2322 Indiana Avenue, Chicago, Ill.			
Elco, 60.....	12x15 in. maize white, tan, gray eiderdown.....	3-heat.....	\$7.00
Manning-Bowman & Company, Meriden, Conn.			
Manning-Bowman			
684/2.....	11x14 in. green linen cover.....	3-heat.....	\$6.75
684/3.....	11x14 in. blue linen cover.....	3-heat.....	6.75
684/5.....	11x14 in. rose linen cover.....	3-heat.....	6.75
Homelectrics			
16.....	11x14 in. turquoise eiderdown.....	3-heat.....	5.00
(Elements: Chromel C and Nichrome)			
Metal Ware Corporation, Two Rivers, Wis.			
Empire			
S77.....	12x15 in. brown eiderdown, also slip.....	3-heat.....	\$7.50
(Elements: Chrome, Nichrome IV)			
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
White Cross			
272.....	12x15 in.....	3-heat switch.....	\$7.00
270.....	12x15.....	3-heat.....	5.50
274.....	12x15.....	3-heat.....	8.00
Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.			
Pelouze			
546T.....	12x15 in.....	3-heat.....	\$9.00
(Elements: Chromel A and Nichrome)			
Reimers Electric Appliance Co., 961 Angelique St., North Bergen, N. J.			
Reaco.....	10 1/2 x 12 1/2 in.....	3-heat, 2 thermostats.....	\$5.50
(Elements: Advance)			
Rite-Hete Mfg. Corp., 1200 14th Avenue, S. E., Minneapolis, Minn.			
Rite Hete			
205.....	12x15 in. eiderdown cover and slip.....	3-heat.....	\$6.00
203.....	10 1/2 x 14 in. eiderdown cover—no slip.....	3-heat.....	4.75
501 Blanket.....	33x80 in. khaki robe cover.....	3-heat.....	35.00
503 Blanket.....	66x80 in. cambric and robe.....	3-heat.....	60.00
102 Eye.....	3 1/2 in. in diameter.....	1-heat.....	5.50
(Element: Nichrome)			
Robeson-Rochester Corp., Rochester, N. Y.			
Royal Rochester			
14010.....	12x15 in.....	3-heat peach eiderdown.....	\$7.50

Heating Pads—Continued

Trade Name, Model, Size and Consumption	Special Features	Retail Price
Rogers Electric Laboratories Co., Cleveland, Ohio		
Rogers 505.....	22x15 in..... 3-heat woven element.....	\$7.50
Rogers 505X.....	10x12 in..... 3-heat woven element.....	6.25
Samson-United Corp., Rochester, N. Y.		
120, "Super-safe"		
Wet Proof.....	12x15 in., eiderdown, orchid and green.....	\$7.95
121G, Double Safe	12x15 in., eiderdown, green.....	3.95
125G, Princess.....	13x16 in., French angorine chinchilla eiderdown.....	7.50
126S, Blanket Wet		
Proof.....	36x66 in., purple sateen.....	25.00
126, Blanket.....	36x66 in., purple sateen.....	20.00
Simplex Division, Edison General Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.		
826-Q-15 "Choice-of-Heat"	12x15 in. apricot..... Any heat.....	\$6.95
DeLux 685.....	12x15 in. blue, green, orchid, pink or tan eiderdown.....	3-heat..... 7.95
686.....	12x15 in. tan eiderdown supplied with rubber cover.....	3-heat..... 5.95
846-Q-9.....	11x14 in. tan and brown eiderdown.....	3-heat..... 5.95
(All Simplex Electric Heating Pads are wrapped in Cellophane.)		
Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo.		
600 Utility.....	12x16 in. Esmond Robe.....	3-heat..... \$6.00
Varick Electric Manufacturing Company, 38 East 21st St., New York City		
Varick		
Thermotex.....	12x15 in. tan eiderdown.....	3-heat..... \$5.50
C.....	9x12 in. tan eiderdown.....	1-heat..... 4.50
Heating bandage.....	5x20 in. and gray fawn.....	1-heat..... 4.00
Blanket.....	68x83 in.....	1-heat..... 90.00
Waage Electric Company, 5100 Ravenswood Ave., Chicago, Ill.		
HP3.....	12x15 in.....	3-heat..... \$7.50
Watlow Electric Manufacturing Company, 1320 North -3-d St., St. Louis, Mo.		
Watlow.....	Eiderdown.....	3-heat..... \$7.00
(Element: Watlow)		
	Thermostatically controlled..	1-heat..... 5.00
Westinghouse Electric & Mfg. Company, Merchandising Dept., Mansfield, Ohio		
Westinghouse		
258417 (95-125 v.)..	12x15 in. lavender, green.....	3-heat..... \$6.95
WP13 (95-125 v.)....	12x15 in. tan.....	3-heat..... 4.95
WP33 (95-125 v.)....	12x15 in., rose.....	3-temperature (adjustomat)..... 9.00
(Elements: Chromel A, Nichrome IV, Chromel C, Nichrome)		
White Beauty Electric Co., 4416 No. Western Ave., Chicago, Ill.		
White Beauty		
213.....	11x15 in. wool eiderdown.....	3-heat..... \$7.00
226.....	12x14 in. wool eiderdown.....	1-heat..... 5.00
245.....	8x10 in.....	1-heat..... 3.00
246.....	10x12 in.....	1-heat..... 3.75
253.....	11x15 in. wool eiderdown.....	3-heat..... 9.00

Irons

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
American Electrical Heater Company, 6125 Woodward Ave., Detroit, Mich.			
American Beauty			
3B.....	3 lbs., 350 watts.....	Stand, plug.....	\$6.75
61B.....	6 1/2 lbs., 525 watts.....	Stand, plug.....	7.50
9B.....	9 lbs., 675 watts.....	Stand, plug.....	11.00
66AB.....	6 1/2 lbs., 660 or 1,000 watts.....	Adjustable, Automatic heat.....	8.95
(Elements: Chromel A, C and Nichrome)			
American Gas Machine Co., Inc., Albert Lea, Minn. (See Adv. Page 132)			
61, America Automatic.....	6 lbs., 615 watts.....	Heel.....	\$8.50
62, American.....	6 lbs., 615 watts.....	Heel.....	5.50
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)			
Torrid			
F5090.....	6 lbs., 1,000 watts.....	Automatic with heel rest, chromium.....	\$6.95
F0490, "Thermo-Equip".....	6 lbs., 550 watts.....	Adjustable thermostat in plug with heel rest and separate cooling stand, chromium.....	5.45
F0190, "Household".....	6 lbs., 550 watts.....	Heel rest, chromium.....	3.95
F3013, "Lingerie".....	3 lbs., 200 watts.....	Heel rest, nickel.....	2.95
(Mica insulated Nichrome heating element)			
Bersted Manufacturing Company, 5201 W. 65th Street, Chicago, Ill.			
Bersted			
Bevel Edge, 98.....	6 lbs.....	Heel, chrome.....	\$4.30
Bevel Edge, 92.....	3 lbs.....	Heel, chrome.....	3.50
Automatic, 94.....	7 lbs., 1,000 watts.....	Heel, chrome.....	7.50

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			
Betsy Ross			
1150BL.....	5 1/2 lbs.....	\$1.90
1150BW.....	5 1/2 lbs. with cord.....	2.45
1150IL.....	5 1/2 lbs.....	2.00
1150IW.....	5 1/2 lbs. with cord.....	2.25
1150IS.....	5 1/2 lbs. with switch cord.....	3.00
999IW.....	6 lbs. with cord.....	3.65
999IS.....	6 lbs. with switch cord.....	4.20
999IA.....	6 lbs. automatic.....	5.45
999ICW.....	6 lbs. chrome plate with cord.....	4.65
999ICA.....	6 lbs. automatic, chrome plate.....	6.45
105BL.....	2 1/2 lbs.....	1.55
105BW.....	2 1/2 lbs. with cord.....	2.05
105IW.....	2 1/2 lbs. with cord and name plate.....	2.25
104IL.....	3 1/2 lbs.....	2.45
104IW.....	3 1/2 lbs. with cord.....	3.00
201W.....	1 lb. with cord.....	1.15
2003IW.....	1 lb. with cord.....	1.35
Birtman Electric Company, 4140 Fullerton Ave., Chicago, Ill.			
Bee Vac			
F-63-C, Automatic.....	6 lbs., 600 watts.....	Heel rest.....	\$5.25
Chicago Electric Manufacturing Company, 2801 S. Halsted St., Chicago, Ill.			
Handy Hot			
Handy Hot DeLux AK2.....	6 lbs., 550 watts.....	Heel.....	\$4.35
Handy AK1.....	6 lbs., 550 watts.....	Heel.....	2.80
Handy Hot AK16.....	5 lbs., 550 watts.....	Heel.....	2.45

Irons—Continued

Appliance

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
Chicago Elec. Mfg. Co.—Continued			
Handy Krome AK32.....	6 lbs., 550 watts....	Heel.....	\$4.00
DeLuxe Chrome AK33.....	6 lbs., 550 watts....	Heel.....	5.15
Handy Hot Special AK45..	6 lbs., 550 watts....	Heel rest.....	2.25
Handy Hot DeLuxe AK47..	6 lbs., 550 watts....	Heel rest.....	2.45
Handy Hot Krome AK48..	6 lbs., 550 watts....	Heel rest.....	3.15
(Elements: Chromel A, C, Nichrome and Nichrome IV.)			
Chicago Flexible Shaft Company, Roosevelt Rd. and Central Ave., Chicago, Ill.			
<i>Master Automatic Sunbeam</i>			
A870 Nickel.....	6 lbs.....	Heel rest.....	\$7.95
C890 Chromium.....	6 lbs.....	Heel rest.....	8.75
<i>Standard Sunbeam</i>			
X750 Chromium.....	6 lbs.....	Stand.....	7.50
C850 Chromium.....	6 lbs.....	Stand, with case.....	8.50
<i>Little Sunbeam</i>			
XB50 Nickel.....	3 lbs.....	Stand.....	3.75
CB60 Nickel.....	3 lbs.....	With case.....	5.50
XB40 Nickel.....	3 lbs.....	Heel rest.....	3.50
<i>Princess</i>			
R260 Nickel.....	6 lbs.....	Stand.....	4.25
C560 Nickel.....	6 lbs.....	With case.....	5.25
<i>Little Princess</i>			
R230 Nickel.....	3 lbs.....	Heel rest.....	3.50
CP30 Nickel.....	3 lbs.....	With base.....	4.50
<i>Stewart</i>			
C3 Chromium.....	6 lbs.....	Heel rest.....	3.95
S360 Nickel.....	6 lbs.....	Heel rest.....	3.00
(Elements: Michrone, Michrone V and Tophet)			
Coleman Lamp and Stove Co., Second and St. Frances Sts., Wichita, Kans.			
Master, 36.....	6 lbs., 615 watts....	Heel, chromium plated..
Master Automatic, 37.....	6 lbs., 615 watts....	Heel, automatic chrom. plated.....
Also New 38 Automatic 1,000 watts.			
Cotabl Electric Co., 411 West 69th St., Chicago, Ill.			
Cotabl Cordless Electric....	Heats through the base. 2 irons employed.....
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.			
55.....	6 lbs.....	Heel, black and colored handles.	\$3.25
54.....	6 lbs.....		2.25
240 "Justrite".....	6 lbs.....		2.75
241 "Justrite".....	6 lbs., 660 watts, chrome.....	automatic.....	4.58
242 "Justrite".....	6 lbs., 1,000 watts, chrome.....	automatic.....	5.84
35 "Iron-o-matic".....	6 lbs., 600 watts, chrome.....	automatic.....	5.95
36 "Iron-o-matic".....	6 lbs., 1,000 watts, chrome.....	automatic.....	7.45
(Elements: Nichrome Mica, Chromalox)			
Dover Manufacturing Co., Dover, Ohio			
<i>Dover</i>			
2BX, Doverite Lifetime....	6 lbs., 550 watts....	Heel.....	\$2.98
5BX, Dover Domanco.....	6 lbs., 575 watts....	Stand.....	5.00
870X, Lady Dover.....	6½ lbs., 600 watts....	Stand.....	6.00
10CX, Lady Dover Automatic.....	6½ lbs., 1,000 watts	Stand.....	8.75
2½, Bonnie Dover.....	2½ lbs., 220 watts....	Stand.....	3.00
3½, Dover Tourist.....	3½ lbs., 350 watts....	Heel.....	3.75
14A, Pacemaker Automatic.	6½ lbs., 660 watts..	Heel.....	6.75
Dowd Rogers Co., Inc., 95 Madison Ave., New York City			
Lady Rodgers.....	6 lbs., 550 watts....	Heel.....	\$4.50
Baby Rodgers.....	2½ lbs., 220 watts...	Stand, permanent cord..	2.50
Eagle Electric Manufacturing Company, Inc., 59 Hall St. Brooklyn, N. Y.			
<i>Eagle</i>			
Hi-Heat, 300.....	6 lbs., 550 to 600 watts.....	Heel, plug.....	\$4.25
Traveling, 360.....	3 lbs., 375 watts....	Nickel plated, plug.....	3.20
Household, 361.....	6 lbs., 550-600 watts	Heel, plug.....	3.00
Boudoir Type with Case, 362	1 lb., 60 watts....	Plug control.....	3.25
Toy, Electric, 363.....	1 lb., 60 watts....	Plug.....	1.40
Edison General Electric Appliance Company, 5600 W. Taylor St., Chicago, Ill.			
<i>Hotpoint (See Adv. Page 141-107)</i>			
145-F-61 "R".....	6 lbs., calrod.....	\$3.95
115-F-62 "R".....	5 lbs., mica.....	3.95
119-F-65, Super-Calrod.....	6 lbs.....	6.00
119-F-68.....	3 lbs., chromeplate, calrod.....	3.95
149-F-68, Press Kit.....	3 lb.....	5.00
116-F-71, Master.....	7½ lbs.....	7.50
119-F-75, Super-Automatic..	6 lbs.....	8.80
113-F-78, Adjustable Voltage	3 lbs.....	5.25
145-F-88½, 32-Volt.....	6 lbs.....	7.75
819-F-91 Automatic Chrom-plate Finish.....	6 lbs., 575 watts....	Heel stand.....	6.45
819-F-74, Chromplate.....	3 lbs., 330 watts....	Heel stand.....	3.45
<i>Hotpoint A-C-Matic</i>			
.....	Automatic iron....	Operates on AC current, 660 watts. Thumb rest, button nooks, cast-in calrod unit, chrome plate finish.....	\$6.80

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
Enterprise Corporation, 1160 No. Chatham Court, Chicago, Ill.			
<i>Enterprise Cordless</i>			
Cordless Iron.....	990 or 1,500 watts.		\$8.95
Automatic.....	990 or 1,500 watts..		6.50
Ev'ryday Elec. Co., Marion, Ind.			
107.....	6 lbs., 550 watts...		\$3.50
Fitzgerald Manufacturing Company, Torrington, Conn.			
<i>Star-Rite</i>			
702CP, Chromium.....	6 lbs., 550 watts...	Heel rest, non-automatic air-cooled.....	\$3.95
704, Chrome.....	6 lbs., 600 watts...	Heel rest, automatic 275-550° air cooled.....	5.00
705, Chrome.....	6 lbs., 1,000 watts..	Heel rest, automatic 275-1000° air cooled.....	5.95
<i>(Elements: Improved Flat Mica)</i>			
Gold Seal Electrical Company, E. Newark, N. J.			
Gold Seal, 36.....	1 lb.....	Heel colored shell and handles.....	\$1.25
Gold Seal, 33.....	1½ lbs.....	Nickel shell and colored handle	1.75
Gold Seal, 33-2.....	2 lbs.....		2.00
Graybar Electric Company, Lexington Ave. and 43rd Street, New York, N. Y.			
<i>Graybar (See Adv. Page 149)</i>			
Quick Heating, XI.....	6 lbs., 660 watts...	Heel 95, 110, 120, 220, 250 volts.....
1,000 Watt Automatic, 12...	6 lbs., 1,000 watts..	Heel, 95, 110, 125, 220, 250, 60 cycle a.c.....
<i>(Elements: Chromel A)</i>			
Keen & Allen, 111 Allen St., Rochester, N. Y.			
K & A Diamond.....		Stand, automatic.....	\$5.50
Knapp Monarch Co., St. Louis, Mo.—(See Adv. Page 137)			
KM406.....	2½ lbs., 375 watts...	Tourist iron-heel rest...	\$1.50
Therm-a-hot, 405.....	2½ lbs., 375 watts....	Tourist iron-heel rest...	1.50
415.....	2½ lbs., 375 watts....	Tourist iron-heel rest...	2.00
425.....	5½ lbs., 660 watts....	Flat iron-heel rest.....	1.50
KM426.....	5½ lbs., 660 watts....	Flat iron-heel rest.....	1.50
430.....	6 lbs., 660 watts....	Flat iron-heel rest.....	2.00
431.....	6 lbs., 660 watts....	Flat iron-heel, chrome..	2.50
435.....	6 lbs., 660 watts....	Flat iron-heel, chrome..	2.95
440.....	6 lbs., 660 watts....	Flat automatic, chrome..	3.95
445.....	6½ lbs., 660 watts....	Flat automatic, chrome..	3.95
Therm-a-magic, 450.....	6½ lbs., 1,000 watts	Flat automatic, chrome..	5.75
Landers, Fray & Clark, New Britain, Conn.			
<i>Universal</i>			
7193, Chromium.....	6 lbs., 1,000 watts..	Automatic tip-up.....	\$8.95
7093, Chromium.....	6 lbs., 625 watts....	Automatic tip-up.....	7.95
7092, Chromium.....	6 lbs., 580 watts....	Automatic stand.....	6.95
7709, Chromium.....	6½ lbs., 580 watts....	Automatic tip-up.....	4.95
7770, Chromium.....	6 lbs., 580 watts....	Automatic tip-up.....	3.95
7043, Chromium.....	3 lbs.....	Tourist tip-up.....	3.95
9092, Nickel.....	6 lbs., 580 watts....	Automatic stand.....	5.95
9191, Nickel.....	6 lbs., 580 watts....	4.95
909, Nickel.....	6½ lbs., 580 watts....	3.95
9709, Nickel.....	6½ lbs., 580 watts....	3.95
9021, Nickel.....	3 lbs., 400 watts....	3.95
9770, Nickel.....	6 lbs., 580 watts....	3.45
90212, Nickel.....	3 lbs.....	Adjustable volt., tourist, stand.....	5.00
<i>Landers</i>			
507, Nickel.....	6 lbs.....	Tip-up.....	2.75
5043, Nickel.....	3 lbs.....	Tourist, tip-up.....	2.95
7573, Chromium.....	6 lbs.....	Automatic tip-up.....	6.00
7507, Chromium.....	6 lbs.....	Tip-up.....	3.25
A. J. Lindemann & Hoverson Company, Milwaukee, Wis.			
<i>L & H Electric</i>			
101.....	6 lbs., 550 watts....	Heel rest.....
104.....	6 lbs., 550 watts....	Separate stand.....
105.....	Automatic chrom. plate.....	Separate stand.....
106.....	Automatic chrom. plate.....
107.....	1,000 watts.....	Heel rest.....
108.....	1,000 watts.....	Separate stand, automatic
<i>(Element: Chromel C)</i>			
Manning, Bowman & Company, Meriden, Conn.			
<i>Manning-Bowman</i>			
1423.....	3 lbs., 330 watts....	Separate stand.....	\$3.50
1406.....	6 lbs., 550 watts....	Separate stand.....	3.75
1416.....	6 lbs., 550 watts....	Heel.....	3.75
<i>(Elements: Chromel C and Nichrome IV)</i>			
Metal Ware Corporation, Two Rivers, Wis.			
<i>Empire</i>			
S51, Empire.....	6 lbs., 550 watts....	Heel.....	\$5.00
<i>(Elements: Nichrome IV)</i>			
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i>			
247.....	6 lbs., 600 watts....	Heel rest.....	\$2.90
249.....	6 lbs., 600 watts....	Heel rest.....	4.80
<i>(Auto. heat regulated)</i>			
Ohio Arts Products Co., Bryan, Ohio			
<i>Delta</i>			
800-1.....	1 lb.....	Cord attached.....
800-3.....	3 lbs.....	Heel.....
800-6.....	6 lbs.....	Heel.....

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Irons—Continued

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
Felouze Manufacturing Company, 232 E. Ohio St., Chicago, Ill.			
<i>Felouze</i> Progressive, P6, open end handle.....	6 lbs., 500 watts...	Heel.....	\$6.00
(Elements: Chromel A and Nichrome)			
Proctor & Schwartz Elec. Co., Seventh and Taylor Rd., Philadelphia, Pa.			
910.....	Adjustable automatic 6 lbs., 660 w	Heel, adjustable heat....	\$8.90
915.....	Heavy duty 6 lbs., 1,000 watts.....	Heel adjustable, heat....	8.90
905 Super Automatic.....	6 lbs., 660 watts A.C. only.....	Heel, adjustable heat....	7.75
(Element: Nichrome V and Chromel A)			
Belmers Electric Appliance Company, 961 Angelique St., North Bergen, N. J.			
<i>Reimers</i> 64 LH.....	6 lbs.....	Lever switch, 4-heat....	\$6.50
64 PH.....	6 lbs.....	Plug switch, 4-heat....	5.50
(Elements: Chromel A and C)			
Robeson Rochester Corp., Rochester, N. Y.			
14110.....		Iron.....	\$5.00
14100.....		Iron.....	4.95
Rock Island Manufacturing Company, Rock Island, Ill.			
<i>RF64</i> Rimco Automatic.....	6 lbs.....	Heel.....	\$5.75
<i>Rimco</i> Dandy, 2E.....	6 lbs., 550 watts...	Heel.....	2.90
(Elements: Chromel C, Nichrome II, III and Tophet C)			
Rogers Electric Laboratories Co., Cleveland, Ohio			
<i>Rogers</i> 502.....	2½ lbs., 550 watts...	Heel.....	\$2.00
503.....	6 lbs., 550 watts...	Heel.....	2.75
504.....	1 lb. 70 watts.....	Heel.....	1.25
Rutenber Electric Company, Marion, Ind.			
<i>Marion</i> 102.....	6 lbs., 550 watts...	Separate stand.....	\$3.75
102H.....	6 lbs., 550 watts...	Heel rest.....	3.75
Safety Electrical Appliances, Inc., 2700 Franklin St., Detroit, Mich.			
Cordless Safety.....	6 lbs.....	chromium plated.....	\$8.95
(Nichrome IV)			
Samson-United Corp., Rochester, N. Y.			
145, Panel-matic.....	6½ lbs., 660 watts...	Chrome plated, adjustable automatic.....	\$5.95
148CG, Samson Utility and Travel.....	2 lbs., 80 watts.....	Chrome plated.....	1.75
148, Samson Utility and Travel.....	2 lbs., 80 watts.....	Nickel plate base, heel rest, handle brackets, enamel hood green or red.....	1.50

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
Sanitax Electric Company, 303 4th Avenue, New York, N. Y.			
<i>Sanitax</i> WB.....	1 lb.....		\$1.00
Simplex Division, Edison General Elec. App. Co., Chicago			
<i>DeLuxe Chromeplate</i> 819-F-72.....	6 lbs., 575 watts...	Separate stand.....	\$4.95
<i>Chromeplate</i> 1961.....	6 lbs., 575 watts...	Heel.....	3.95
<i>Chrome Special</i> 819-F-77.....	6 lbs., 575 watts...	Heel.....	3.45
813-F-74 Nickel.....	3 lbs., 330 watts...	Heel.....	2.95
819F91 Automatic.....	6 lbs., 660 watts...	Heel.....	6.45
Superior Electric Products Corp., 1300 S. Thirteenth St., St. Louis, Mo.			
<i>Glide Easy</i> 90.....	6 lbs., 550 watts...	Heel.....	\$2.30
90X.....	6 lbs., 615 watts...	Heel.....	3.00
95.....	2½ lbs.....		1.50
95NC.....	2½ lbs.....		1.25
95CS.....	2½ lbs.....		1.75
37.....	1 lb.....		1.25
855 Automatic.....	6 lbs., 1,000 watts...	With stand.....	5.75
Royal Spec. 3.....	525 watts.....		2.00
Waage Electric Company, 5100 W. Ravenswood Ave., Chicago, Ill.			
<i>Waage</i> 63A.....	6½ lbs.....	Heel, 3-heat, nickel....	5.00
63C.....	6½ lbs.....	Heel 3-heat, chromium...	6.00
63A.....	6½ lbs.....	Heel, 3-heat porcelain enamel.....	6.00
61G.....	6 lbs.....	Separate stand, 1-heat....	3.95
61I.....	6 lbs.....	Separate stand.....	3.50
31.....	3 lbs.....	Heel, Nickel.....	2.95
83A.....	8 lbs.....	Separate stand, Nickel..	7.00
83C.....	8 lbs.....	Separate stand, Chrome..	8.50
(Elements: Nichrome)			
Westinghouse Electric & Mfg. Company, Mansfield, Ohio			
<i>Master-Matic</i> (See Adv. Page 22-3, 155) LDC2 Chrome.....	6 lbs., 1,000 watts, adjustable auto...	Heel rest.....	\$9.95
Adjustomatic, LB2 Chrome	6 lbs., 600 watts, Adjustable auto...	Heel rest.....	8.75
Automatic, LCC2 Chrome..	6 lbs., 600 watts, automatic.....	Heel rest.....	6.95
Standard, CNC3 Chrome...	6 lbs., 550 watts...	Heel rest.....	3.50
Travelers, Style 238887....	3 lbs., 350 watts...	Side rest.....	3.95
<i>Tailors</i> Automatic, 3-heat S565706.....	15 lbs., 900 watts...	Sep. stand, chrome plate	30.00
S565708.....	20 lbs., 900 watts...	Sep. stand, chrome plate	32.00
White Beauty Electric Company, 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i> 200, White Enamel Finish.	6½ lbs., 550 watts...	Heel.....	\$5.00
Leader, 222.....	6½ lbs., 550 watts...	Heel.....	3.50
Handy, 207.....	6½ lbs., 550 watts...	Heel.....	3.00
Travelers, 221.....	1 lb.....	Heel.....	1.50
Travelers, 236.....	3 lbs., 220 watts...	Heel.....	2.50
Cordaway Economist Ironing Set, 252.....	16 lbs.....	(Iron and stand for iron with cord reel).....	15.00
(Elements: Nichrome, Nichrome IV and Tophet)			

Ironers

Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
Altorfer Bros. Co., Peoria, Ill.—(See Adv. Page 117)							
<i>ABC Automatic</i> A.....	Open end 26 in.....	Full automatic.....	Elec., fits Playmayd washer.....	1,150	Beige porcelain enamel.....	70½	\$57.50
B.....	Open end 26 in.....	Full automatic.....	Elec., fits Companion washer.....	1,150	Beige porcelain enamel.....	76	57.50
P.....	Open end 26 in., portable table	Full automatic.....			Beige porcelain enamel.....	88	89.50
S.....	Open end 26 in., rollabout....	Full automatic.....			Beige porcelain enamel.....	126	104.50
E.....	Converter or power unit only*				Beige porcelain enamel.....	20½	35.00
T.....	Rollabout or table unit†.....				Beige porcelain enamel.....	41	15.00
*Converting washer-operated model into table model. †Converting washer and table models into rollabout models.							
American Ironing Machine Co., 100 E. Ohio St., Chicago, Ill.							
Automatic Ironette....	Full open end 26½ in.....	Full automatic.....	Electric or gas.....	1,320	Eggshell ivory.....	135	\$109.50
Super Simplex.....	Both open ends 30 in.....	Automatic feedboard....	Electric or gas.....	1,500	Ivory.....	310	170.00
Home Laundry Simplex	Open end 46 in.....	Pressure feedboard.....	Gas.....			295	160.00
			Elec. gas or gasoline	3,350	White.....	442	234.00
			Gas.....			400	169.00
			Gasoline.....				189.00
Super Simplex.....	Both ends open 48 in.....	Automatic feedboard....	Electric or gas.....	3,350	Ivory.....	420	250.00
			Gas.....			390	197.50
(Heating Element: Chromalox)							
Apex Electrical Mfg. Co., Cleveland, Ohio—(See Adv. Page 108-109)							
Apex—K.....	Open end.....	Knee.....	Electric or gas.....	2,000	White.....	233	Gas 195.00
H4.....	Folding.....		Electrical.....	1,100		194	Elec. 225.00
Automatic Washer Co., Newton, Iowa—(See Adv. Page 29-30)							
23.....	Wringer post or attachm't, 26 in.	Finger tip.....	Electric.....	1,150	Ivory.....		
24.....	Portable, 26 in.....	Finger tip.....	Electric.....	1,150	Ivory.....		
25.....	Table, 26 in.....	Finger tip.....	Electric.....	1,150	Ivory.....		
Blackstone Mfg. Co., Jamestown, N. Y.							
Blackstone Automatic..	Floor, 26 in. open end roll....	Automatic.....	Electric.....	1,300	White enamel.....	200	\$109.50

Ironers—Continued

Appliance

Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
Chamberlain Corp., Waterloo, Iowa							
Chamberlain—X.....	Press.....	Finger Tip.....	Electric.....	1,400	White lacquer finish.....	210	\$129.50
Conlon Corp., 19th St. and 52nd Ave., Chicago, Ill.							
H Cabinet-Conlon*....	Full open end 30 in.....	Knee and hand, pilot thermostatic heat.....	Electric or gas.....	1,300	White or green lacq., baked on proc.	225	†\$159.50
M Cabinet-Conlon*....	Full open end 30 in.....	Knee and hand, pilot, high-low heat switch....	Electric or gas.....	1,300 and 650	White or green lacq., baked on proc.	225	†\$139.50
R Cabinet-Conlon*....	Full open end 26 in.....	Knee and hand, pilot high-low heat switch....	Electric.....		White or green lacq., baked on proc.	210	†\$129.50
T Cabinet-Conlon†....	Full open end 26 in.....	Knee and hand, double, heat and motor switch..	Electric.....	1,300	White or green lacq., baked on proc.	200	†\$109.50
Conlon Electric Kitchen Aids readily attached to all Conlon Ironers.							
Electric fruit juice extractor.....		\$10.00	Electric mixer and beater.....			\$18.00	
Apartment washer.....		16.50	Adapter to connect ironer motor with Conlon Kitchen Aids			25.00	
†East of the Rockies.		*Automatic Porcelain Table Top.	†Automatic Lacquered Table Top.				
Crosley Radio Corp., Cincinnati, Ohio							
Crosley Moto-Iron.....		Hand control.....	Electric.....				
The Dexter Company, Fairfield, Iowa							
Dexter Rainbow							
G30.....	30 in.....	Full automatic.....	Gas heated.....	Safety bar	Chair height.....	290	
D30.....	30 in.....	Full automatic.....	Electric heated.....		Chair height.....	334	
G46.....	46 in.....	Full automatic.....	Gas heated.....		Price includes bench.....	375	
D46.....	46 in.....	Full automatic.....	Electric heated.....		Price includes bench.....	385	
OD.....	Wringer 26 in.....	Manual.....	Electric.....			48	
Attachment Ironer							
Federal Electric Co., 20 N. Wacker Drive, Chicago, Ill.							
Fedelco—0.....	Full open end 26 in.....	Lever operated.....	Electric.....	1,150	Grey duco.....	49	
10.....	Full open end 26 in.....	Lever operated.....	Electric.....	1,250	Two-tone green.....	66	
(Heating Elements: Nichrome IV)							
General Electric Co., Bridgeport, Conn. (See Adv. Pages 102 and 103) (See Adv. Page 107)							
R, Wringer Post.....	Open end, 26 in.....	Lever at right of ironer...	Electric.....	1,150	Blue.....	44	\$54.50
T, Portable.....	Open end, 26 in., table.....	Lever at right of ironer...	Electric.....	1,150	Blue.....	64	\$84.50
F, Flatplate Complete with Kitchen Table.....	Flat Ironing Pad, 30x10 in.....	Hand.....	Electric.....	1,320	Yellow, black and silver.....	175	\$119.50
Horton Mfg Co., Fort Wayne, Ind.							
Horton Automatic.....	Full open end 30 in.....	Foot pedal automatic....	Elec. gas or gasoline.	1,000*	Cream, green trim.....	330	\$130.00
			Gas.....				Gas 130.00
			Gasoline.....				Gasoline 180.00
Horton Rotary Attach.	Full open end 26 in.....	Attach to wringer, socket	Electric.....	1,150	Aluminum.....	48	49.50
Horton Do-All Portable	Full open end 26 in.....	Hand.....	Electric.....	1,150†	Cream, black trim.....	95	75.00
Horton Do-All Laundry	Full open end 26 in.....	Hand.....	Electric.....	1,150†	Cream, black trim.....	111	80.00
Horton Do-All Kitchen	Full open end 26 in.....	Hand.....	Electric.....	1,150†	Cream, black trim.....	157	95.00
Horton Do-All Console	Full open end 26 in.....	Hand.....	Electric.....	1,150†	Walnut cabinet.....	161	99.00
Hurley Machine Co., Div. of Electric Household Utilities Corp., 22nd and 54th Ave., Chicago, Ill.							
Thor—0 Rotary.....	26 in. open end attach. on Thor washers having remov. wring.	Lever at right of roll....	Elec. or gas heat, blue steel shoe....	1,150	Aluminum lacquer.....	44	\$49.50
10 Rotary.....	26 in. open end m't'd on board...	Lever at right of roll....	Elec. or gas heat, blue steel shoe....	1,150	Aluminum lacquer, maroon board...	64	79.50
10B Rotary.....	26 in. open end m't'd on table...	Lever at right of roll....	Elec. or gas heat, blue steel shoe....	1,150	Aluminum lacquer, maroon table...	89½	84.50
10C Rotary.....	26 in. open end, m't'd on board.	Lever at right of roll....	Elec., thermized heat element, humaloy shoe....	1,150	Aluminum lacquer, maroon board...	51	84.50
10D Rotary.....	26 in. open end, m't'd on table...	Lever at right of roll....	Gas, gasoline, elec.*.	2,500†	Aluminum lacquer, maroon table...	78½	89.50
75 Automatic....	44 in. open end stationary.....	Dial at right of feedboard	Gasoline.....		Old ivory and jade green.....		175.00
			Gasoline.....				190.00
			Electric*.....				*215.00
			Gas.....		Old ivory and jade green.....		215.00
			Gasoline.....				240.00
90 Automatic....	50 in. open end stationary.....	Dial at right of feedboard					
*3 unit element \$25.00 net extra (3,750 watts). †Max.							
The Ironrite Ironer Co., 38 Piquette St., Detroit, Mich.							
Ironrite—46.....	One end free 46 in.....	Foot or hand.....	Gas.....	3,750	Gray.....	400	\$175.00
			Electric.....				225.00
24.....	Both ends free 24 in.....	Knee.....	Electric.....	1,200	Gray or white.....	200	119.50
DuFold.....	Both ends free 24 in.....	Knee.....	Electric.....	1,200	Gray or white.....	204	155.00
Console.....	Both ends free 24 in.....	Knee.....	Electric.....	1,200	Cabinet, walnut finish, unit lacquered over gold bronze.....	195	185.00
Landers Frary & Clark, New Britain, Conn.							
Universal—E1911.....	Open end 26 in.....	Automatic foot.....	Electric.....	1,300	Pearl gray lacquer.....		
Maytag Co., Newton, Iowa							
Maytag.....	Table, full open end 26 in.....	Hand.....	Electric.....	1,200			
All-steel roll-about table, for use with ironer, blue lacquer finish, weight 15 lb.							
Meadows Mfg. Co., Bloomington, Ill. (See Adv. Pages 104 and 105)							
Hand.....	34 in. long and over 350 sq.in. of pressing surface.....	Finger tip.....	Elec., gas, gasoline, bottled gas.....	1,300*	Biege.....	175	†
Power.....		Automatic knee.....			Biege.....	250	†
*Ribbon type heating element. †\$69.50 less table; less top. \$79.50 with table less top. \$84.50 with table with top. †\$129.50 less top. \$139.50 with table top.							
Nineteen Hundred Corp., Binghamton, N. Y.							
Whirpool.....	Portable, full open and 25½ in.	Knee and finger.....	Electric.....	1,200	Ivory, sun tan and orange.....	190	\$79.50
Savage Arms Corp., Utica, N. Y.							
Savage.....	Semi open end 26 in.....	Touch feedboard.....	Electric.....	1,000	Egyptian white.....	235	\$139.50
Syracuse Washing Machine Corp., Syracuse, N. Y.							
Easy—20.....	26 in. open end, extra heat at open end.	Automatic "finger tip"...	Electric.....	1,200	Silver.....	54	\$54.50
40.....		Automatic "finger tip"...	Electric.....	1,200	Ivory.....	70	89.50
41.....		Automatic "finger tip" or magnetic foot.....	Elec. or gas (Interch.)	1,200	Ivory.....	106	104.50
Voss Bros. Mfg. Co., Davenport, Iowa (See Adv. Pages 32 and 33)							
M.....	Full open end 30 in.....	Dual knee and finger tip.	Electric.....	1,300	Spray-gun coated.....	186-225	\$139.50
R.....	Full open end 26 in.....	Dual knee and finger tip.	Electric.....	1,300	Spray-gun coated.....	172,210	129.50
T.....	Full open end 26 in.....	Dual knee and finger tip.	Electric.....	1,300	Spray-gun coated.....	146-167	109.50

Trade Name and Model	Special Features	Retail Price
Air Conditioners		
Air Conditioning & Engineering Company, 2914 So. Jefferson St., St. Louis, Mo.		
Handy and Electrozone Portable Ventilating Ozonators		
Handy	For room 100 sq. ft.	\$18.00
C112	For room 350 sq. ft.	50.00
C124	For room 450 sq. ft.	55.00
C212	For room 700 sq. ft.	60.00
BF112	For room 400 sq. ft.	130.00
BF212	For room 800 sq. ft.	135.00
BF312	For room 1,100 sq. ft.	140.00
BF412	For room 1,500 sq. ft.	150.00
D112, 212, 312, 412, 424	For warm air heating plants.	\$52.00 to 80.00
Above ratings and prices for use on 110 v. 60 cycle, 1 phase, A.C.		
Burgess Battery Co., 111 W. Monroe St., Chicago, Ill.		
Mountainaire	2 fans on 1 motor, built-in cabinet.	150 \$125
The Corozone Company, Cleveland, Ohio		
Corozone, Air Purifier	5x4x8 in., portable A.C.	
Corozone, Air Purifier	10½x6x7½ in., Jr. DeLuxe.	
Eagle Electric Mfg. Co., Inc., Brooklyn, N. Y.		
385, Vaporizer	Automatic shut-off when liquid is exhausted.	\$3.50
Emerson Electric Co., St. Louis, Mo.		
Emerson Radiator Fan	8 in. diam, screen guard.	\$9.75
The A. C. Gilbert Co., New Haven, Conn.		
Humidifiers		
B182, Table	Green finish, copper container, speed control, universal motor, A.C. or D.C. 110 volts.	\$34.95
B182B, Standard	Green finish, copper container, pedestal speed control, universal motor, A.C. or D.C., 110 volts.	42.50
B184, DeLuxe	Light green finish, Fleuron art pottery container, pedestal, speed control, universal motor, A.C. or D.C., 110 v.	49.50
B185, DeLuxe Automatic	Light green finish, Fleuron art pottery container, pedestal, speed control, universal motor automatic, A.C. or D.C., 110 volts.	75.00
Interstate Electric Company, St. Louis, Mo.		
Handy Ozonator		\$18.00
Lewis Air Conditioners, Inc., 829 Second Ave. So., Minneapolis, Minn.		
Portable Humidifier	Urn, holds 6 qts. water, operating time nine hours, shuts itself off by mercury tube switch, green finish similar to oxidized copper, heating element, chrom-alox 300 watts, 115 volts, AC or DC.	\$16.50
Maxim Silencer Co., Hartford, Conn.		
Room Silencer	Keeps air in circulation in room without windows open.	
Robeson Rochester Corp., 173 Anderson Ave., Rochester, N. Y.		
Royal Rochester		
15000	Antique green, 18x11 in., 220 watts.	\$10.00
15001	Pine essence, (per bottle)	.75
(A few drops of pine essence sprinkled into the water in the humidifier provides a pine odor.)		
Rogers Electric Laboratories Co., Cleveland, Ohio		
Rogers		
509, Vaporizer	Aluminum	\$2.75
509, Vaporizer	Copper water compartment.	3.00
Silvers Mfg. Co., Waterloo, Iowa		
Better-Aire		
Portable Humidifier	All metal, 23½ in. long, 13 in. wide, 14 in. high, with table 34 in. high. Arched wicks draw up water from 5 gal. reservoir, moistens surface 35 sq. ft. of wick, over which electric fan blows.	

Clothes Pressers

Ambory Electric Co., Hazel Park, Detroit, Mich.		
"Jiffy" Electric Tie Presser	Plugs into light socket. Small and compact, size 4½x12 in.	\$3.95
American Plush and Velvet Pressboard Co., 321 Fifth Ave., New York City		
"Little Wonder" Steamer	Will remove marks, creases and crushes from upholstery fabrics.	\$55.00
Hare Mfg. Co., 15th and Locust, Philadelphia, Pa.		
TyBoy	Electric neckwear-presser for home use.	\$2.50
Munny Mfg. Co., 220 East Third St., Cincinnati, Ohio		
Red Lion Trouser Presser	Tension spring hand press, polished steel, nickel plated, 110 volts, AC, DC.	\$2.00
Ser-Val Products Corp., 1060 Broad St., Newark, N. J.		
"Nek-Tie"		
Tie Presser	Home use.	\$1.95
Wise-McClung Corp., New Philadelphia, Ohio		
Jiffy Trouser Presser	Home use, 13½ lb., 240 watts.	\$9.80
Jiffy Tie Press	Home use, 1 lb., 60 watts.	2.50

Trade Name and Model	Special Features	Retail Price
Churns		
Cole Mfg. Co., 1000 N. 28th St., Birmingham, Ala.		
EZ, Churn	Clamps to "Dash Post" of agitator type washing machines.	\$10.00
Taylor Bros. Churn & Mfg. Co., 4460-62 Finney Avenue, St. Louis, Mo.		
6, Reliable Churn	14x19x38 in., 3 to 6 gal. capacity.	\$35.00
8, Dandy Churn	10x11x20 in.	33.50
10, Dandy Churn and Mixer	14x15x36 in.	\$40.00 to 50.00
Barrel Churn and Mixer	28x30x38 in., 10 to 50 gal. capacity	\$50.00 to 95.00

Door Chimes

J. C. Deagan, Inc., 1170 Berteau Ave., Chicago, Ill. (See Adv. Page 148)		
Door Chimes	Cathedral chimes, can be installed with ordinary door-wiring system. Series of two, three or four tones; chimes sound in different sequence each time bell is pressed.	
Electric Signal Co., 411 Architect Bldg., Los Angeles, Cal.		
"Velvaton" Door Chimes	Operate from ordinary doorbell circuit, 1, 2, 3 and 4 chime sets.	\$16.50 to 55.00
General Kontrolar Co., Inc., Dayton, Ohio (See Adv. Page 114)		
Telechime		
Chiming Household, Signal System	Doorbell button sounds Westminster chimes. Two models—Westminster, 4 chime tubes, and Duo-Call—2 chime tubes.	
H. R. Kirkland Co., 70 E. 45th St., New York City		
Door Chime	Single tone, adjustable volume.	\$16.25

Egg Cookers

The Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)		
Egg Cookers		
EO-192 Combination Egg Cooker, Water Heater, Bottle Warmer	330 watts, 6 egg-10 oz. water.	*\$4.95
Hankcraft Co., Inc., 121 N. Dickinson St., Madison, Wis. (See Adv. Pages 14-15)		
Household Egg Cookers		
4 Egg, 599	Green, blue or yellow, AC only, automatic operation by water contact.	\$5.50
1 Egg, 601	Green luster, AC only, automatic operation by water contact.	2.00
Egg, 5991	Egg service, 1 No. 599 cooker, 4 double egg cups, 1 green enamel tray.	11.50
Landers, Frary & Clark, New Britain, Conn.		
Universal		
E9932, 6-egg	1 qt. water, 420 watts, combination water heater and egg boiler, nickel finish.	\$8.50
E993, Water Heater	1 pt., 420 watts, nickel finish.	7.50
E992, Shaving Mug	½ pt., 420 watts, nickel finish.	7.25
National Telephone Supply Co., Cleveland, Ohio		
"Eggster"		
Egg Cookers, 100	4-egg capacity, green.	\$2.50
101	4-egg capacity, black.	2.50
200	4-egg capacity, green.	3.50
201	4-egg capacity, black.	3.50
300	2-egg capacity, green.	1.00
Samson-United Corp., Rochester, N. Y.		
187C, Samson Panel-matic Egg Cooker	Automatic, Thermostatic Control, Chromium finish, 4-egg capacity.	\$5.95

Electric Razors

Electric Razor Corp., 522 Fifth Ave., N. Y. C.		
"Vibro-Shave" Electric Razor		
Dictator	Chromium plated with Dures handle.	5.00
Electro Shave Safety Razor Co., Grand Rapids, Mich.		
Electric Safety Razor	Rust proof, water proof.	

Immersion Heaters

Ambory Electric Co., Hazel Park, Detroit, Mich.		
Star Automatic	Automatic control.	\$6.50
Edison General Electric Appliance Company, 5600 West Taylor Street, Chicago, Ill. (See Adv. Page 107)		
Hotpoint		
133-W-16½	Small immersion heater.	\$4.85
115W-16	Large immersion heater.	5.85
115-W-17	Crookneck, large, immersion heater.	6.85
Hankcraft Company, 121 N. Dickson St., Madison, Wis. (See Adv. Pages 14-15)		
Jiffy		
A. C. use only	Automatic; by contact with water.	\$7.50
Landers, Frary & Clark, New Britain, Conn.		
Universal		
E7701, 2x7½ in.; 300 watts, chrome.	Cylinder type (1 glass capacity)	\$4.00
E7702, 2x8½ in.; 500 watts, chrome.	Cylinder type (1-2 pt. capacity)	5.00

Trade Name and Model	Special Features	Retail Price
Immersion Heaters—(Cont.)		
National Electric Appliance Co., Madison Ave. and West 83rd St., Cleveland, Ohio		
National, 110-watt.....	For drinks, shaving mugs, etc.....	\$1.50
Simplex Division, Edison General Electric Appliance Co., Chicago, Ill.		
Simplex 813-W-36, 300 watts, Simplex Calrod unit.....	Fits standard size tumbler, cool rest provided.....	\$3.85
Simplex 815-W-36, 500 watts Simplex Calrod unit.....	Fits breaker or similar utensil, cool rest provided.....	4.85
(Element: Nichrome, Chromel A)		
A. H. Waage, 112 Chambers St., New York, N. Y.		
Waage 250 watts.....	Tube type.....	\$4.00
150 watts.....	Tube type.....	2.50
500 watts.....	Tube type, 22 in. long.....	10.00
1000 watts.....	Tube type, 22 in. long.....	15.00
Westinghouse Electric & Manufacturing Company, Domestic Appliance Dept., Mansfield, Ohio		
Westinghouse 310975, 350 watts, 110-120 v.....	Tumbler type with switch.....	\$5.95
White Beauty Electric Company, Inc., 4416 North Western Avenue, Chicago, Ill.		
White Beauty 212, 14x3½x3 in.....	Tube type.....	\$2.00
224, 3x3x8½ in.....	Aluminum sterilizer.....	1.50

Incubators

Oakes Mfg. Co., Tipton, Ind.		
Oakes L87, Electric Hen.....	60 egg, 19 in. diameter, metal, thermometer, thermostat, brooder curtains, egg tester, legs models for 32, 110 or 220 volts.....	\$18.00
L88, Electric Hen.....	100 egg, 19 in. diameter, metal, thermometer, thermostat, brooder curtains, egg tester, leg, models for 32, 110 or 220 volts.....	25.00
L89, Electric Hover.....	Automatic regulation, brooder thermometer, curtain, legs for 32, 110 or 220 volts, 75 to 100 chicks.....	16.50
L722, 732, 742, 752, 784, Brooders	100 to 1,000 chicks, galvanized steel, thermostat, thermometer, ventilator, curtains, pilot light, models for 32, 110 or 220 volts.....	\$10.50 to 42.00
L95, Egg Tester.....	Models for 32 or 110 volts.....	1.75
LE540, Electric Incubator.....	540 egg capacity, all metal cabinet type, automatic temperature control. 220 watt heater, ½ hp. motor.....	125.00
Thermo-Electric Incubator & Brooder Co., 4308 Constance St., New Orleans, La.		
Reed 5, Electric Incubator.....	50 egg capacity.....	\$19.85
6, Electric incubator.....	120 egg capacity and egg turner.....	29.00
8, Electric Incubator.....	240 egg capacity and egg turner.....	39.98
15, Mammoth Incubator.....	700 egg capacity, two compartments.....	120.00
21, Mammoth Incubator.....	2,190 egg capacity, triple deck, six compartments.....	360.00
27, Mammoth Incubator.....	1,460 egg capacity, 4 units of 365 each.....	256.00
9, Electric Brooder.....	60 chicks.....	13.75
10, Electric Brooder.....	100 chicks.....	16.50
12, Electric Brooder.....	250 chicks.....	22.50
13, Electric Brooder.....	500 chicks.....	29.98
14, Electric Brooder.....	1,000 chicks.....	39.98
1, Portable Storage Brooder.....	300 chick cap. on stand and castors.....	44.98
2, Portable Storage Brooder.....	300 chick cap. without stand and castors.....	39.98
3, Portable Storage Brooder.....	Complete section of six individual units holding 1,800 chicks.....	224.00
(Can supply any voltage). (Equipped with thermostat, thermometer).		

Insect Electrocutors

Folmer-Chapin Corp., 254 Mill St., Rochester, N. Y.		
Insect Killer.....	75 watt lamp illumines lures, and kills by charged wires. Resembles green porch lantern.....	\$22-33
Insectocutor Corporation, Sycamore, Ill.		
Electrocutor.....	In form of hanging lantern with incandescent lamp. Parallel wires enclosing lamp are oppositely charged by means of a special transformer.....	
Electrocutors.....	Also made in form of screened door, window screen and traps.....	
Reynolds Electric Co., 2650 Congress Street, Chicago, Ill.		
Insect Eliminator.....	Green, amber of canary Reco color hood, of glass for placing over white lamps. Sized to fit 10-60 watt lamps. 70 to 500 watt lamps fitted with Laco color hoods. Reco color plates available for flood lights.....	
Automatic Washer Co., Newton, Iowa, formerly Sentinel Electric Co.		
Sentinel Moth Killer.....	Small metal container, of aluminum castings, weighs less than 2 lb. consumes 5 watts, contains 1 lb chemical cake which lasts 400 hr.....	\$8.50
Extra cakes .25		

Trade Name and Model	Special Features	Retail Price
Milk Warmers		
Aluminum Goods Mfg. Co., Manitowoc, Wis.		
Dirie Queen Baby's Bottle Warmer.....	440 watts.....	\$2.75
Hankcraft Company, Inc., 121 N. Dickenson St., Madison, Wis.		
Fairy Warmer For 110 Volt AC Only.....	Automatic operation by water contact AC only, automatic control, quick heating, pink or blue.....	\$5.00
Fairy Warmer, 598.....		5.00
Landers, Frary & Clark, New Britain, Conn.		
Universal 9930, 8 Oz. Bottle, 420 Watts....	Combination heater, milk warmer...	\$8.00
Metal Ware Corp., Two Rivers, Wis.		
Empire S78, Milk Bottle Warmer	1 pint, aluminum.....	\$3.50
National Electric Appliance Co., Madison Ave. at W. 83rd St., Cleveland, Ohio		
DeLuxe For Warming, Sterilizing, Baby Bottles.....	Blue, pink, with 10 in. silk cord, switch	\$2.25
National Telephone Supply Co., Cleveland, Ohio		
"Milkster" Milk Warmer, 500.....	Automatic, pink.....	
501.....	500 watts.....	
Reimers Electric Appliance Co., North Bergen, N. J.		
Reaco For "Hygeia" bottles, and round bottles, 110 volts AC and DC, 110 watts, automatic heat control, signal light.....		\$5.00
Watlow Elec. Mfg. Co., 1320 23rd St., St. Louis, Mo.		
Watlow Tumbler Heaters.....	200 watts.....	\$4.50
Watlow Tumbler Heaters.....	500 watts.....	5.00
(Element: Watlow)		

Time Control

Gas-Gard Co., 375 Main St. East, Rochester, N. Y.		
Gas-Gard Water Heater Control.....	Electric Thermostat and remote switch control, for gas water heaters.....	\$40.00
McGraw Electric Co., Clark Electric Water Heater Division, Omaha, Neb.		
"Clark" Time Control for Water Heaters.....	Continuous automatic service.....	
Cook Electric Co., 2672 Southport Ave., Chicago, Ill.—(See adv. page 146)		
Automatic Heat Control.....	For use on heating plants burning coal or coke.....	\$49.50

General

Connecticut Telephone & Electric Co., Meriden, Conn.—(See Adv. Page 131)		
Velvet skin Patter and Beautifier.....	For general use. Orchid, jade green, and primrose colors.....	\$5.00
The Davol Rubber Co., Providence, R. I.		
Davol, Hot Water Bottle.....	Thermostat, heating unit, 110 v. AC..	\$4.50
Dominion Electrical Mfg. Co., 712-722 Ontario Ave., West, Minneapolis, Minn.		
69.....	Round, nickled, black or colored handles, wide base.....	\$12.00
70 Donut Mould.....	Round, nickled, plain Colonial, black or colored handles, wide base.....	10.00
(Element: Nichrome)		
Faries Mfg. Co., Decatur, Ill.—(See adv. page 144)		
Verdelite clamp lamps 3241, 3260, 3249, 3257, 3251, 3250	Portable type for desks, pianos, bronze or brass.....	
3242.....	Clamp type for roll top desk or table, bronze or brass.....	
3248, 3262, 3232, 3230, 3245, 3234, 3253, 3544.....	For flat desk or table, bronze or brass.....	
3252, 3545, 3215, 3255, 3256, 2544LP, (4131KP).....	For desks, tables with pen socket ink wells, bronze or brass.....	
3265.....	Adjustable floor portable.....	
3544B, 3224I, 3230A, 3230B, 3241A, 3241E.....	Adjustable portable for desk, table or secretary.....	
Special Lamps		
87X, 795, 3144X, 153X, 3641.....	Flexible arm, student portable, bronze or brass.....	
3658.....	Flexible arm.....	
796, 1012.....	Adjustable desk portable bronze or brass	
3884, 3841, 3978, 3974.....	Radio, piano and music stand bronze	
3153, 3163, 3154, 3155, 4044, 4043, 3159, 3160, 3161, 3156.....	Bed lamps and double writing desk.....	
3900, 3151, 3158.....	Bed side lamps.....	
708X.....	End table, dresser, mantle bronze.....	
780, 711, 7100, 4139.....	Colonial table lamps, bronze.....	
3683, 3661, 3588, 695, 694, 697, 3266, 3642, 3263, 3080, 03080, 3185, 3346, 3639, 3660.....	Telescoping floor portables and bridge lamps.....	

Trade Name and Model	Special Features	Retail Price
Kew Mfg. Corp., 589 Hudson St., New York City		
1, Lo-Lite Lamp Dimmer.....	Dimming attachment, screws into any standard socket. 5 degrees of light. Pull chain operation. 40 watts, 125 v.	\$1.00
301, Lo-Lite Dimming Socket....	Standard turn key socket, dimming mechanism. 3 degrees of light. 40 watts, 125 volt.....	1.00
310C, Lo-Lite Dimming Socket Cord Set.....	Same as above, except wired with 6 ft. cord. Easily installed on lamp bases or fixtures. 40 watt, 125 volt.....	1.25
Landers, Frary & Clark, New Britain, Conn.		
Universal E980N.....	Plate warmer, 8½x20½ in., nickel, 150 w.	\$21.50
Louisville Electric Mfg. Co., Louisville, Ky.		
Electric Lawn Mower.....	Weight 15 lbs., universal motor, 50 ft. cord.....
Lovell Mfg. Co., Erie, Pa.—(See Adv. Front Cover)		
Lovellette Photo Wringers.....	Small, hand-operated wringer for small type washers. Motor driven.....
Morin Mfg. Co., Holyoke, Mass.—(See Adv. Page 8)		
Safety Device for Wringers.....	Conveyor roll and automatic trip switch to shut off motor.....	\$15.00

Trade Name and Model	Special Features	Retail Price
John Oster Mfg. Co., Racine, Wis.		
"Oster" Portable Hair Clipper....	110 volts, 25-60 cycles, AC or DC.....	\$21.50
"Oster" Portable Hair Clipper....	32-220 volts, 25-60 cycles, AC and DC.	24.50
Jonico Curling Iron Heater.....	With switch.....	4.00
Rite-Hete Appliances, Inc., 1200 14th Ave., S. E., Minneapolis, Minn.		
Automobile Crank Case Oil Heater	2-heat, for permanent attachment, 110 volts, 160 and 320 watts.....	\$7.50
(Elements: Chromalox)		
Rutenber Electric Co., Marion, Ind.		
"Electricutter" Ice Cube Cutter..	Cuts 12 cubes in 5 min.....	\$4.50
Swartzbaugh Mfg. Co., Toledo, Ohio		
Everhot "Clee-Hed" Inhaler....	Bright aluminum finish press button switch.....	\$2.00
Edwin L. Wiegand Co., 7525 Thomas Blvd. Pittsburgh, Pa.—(See Adv. Page 151)		
Chromalox Super-Speed Unit*.....	Smooth flat top, chromium alloy heating surface. 1,000 watt size..... 1,200 watt size..... 1,500 watt size..... 2,000 watt size.....	\$6.90 8.00 8.30 8.75
(*Replacement units available for Armstrong, Campbell, Crawford, Estate, Federal Fidelity, Frugal, Garland, Hot Point, Hughes, Keeley, L. & H., Monarch, Prosperity Standard, Simplex, Universal, Washington, Westinghouse and Windsor ranges)		

Mixers, Whippers and Extractors

Trade Name and Model	Type	Special Features	Retail Price
The American Mfg. Co., Dayton, Ohio			
Pantry Pet.....	Portable weight 14 lbs.....	Mixes, whips, beats, grinds, chops, juice extractor, oil dropper.....	\$69.50
Arnold Electric Company, Racine, Wis.			
Arnold—15.....	Drink mixer, attached rod type.....	White porcelain base, nickel silver cup.....	\$22.50
17.....	Drink mixer, attached rod type.....	Pistachio green or ivory porcelain base.....	28.50
Brewer Mfg. & Sales Co., 20th St., and Colorado Ave., Santa Monica, Cal.			
Brewer's Kitchen Helper.....	Mixer, egg beater, juice extractor, grinder, cream whipper.	Each attachment automatically selects own speed.....	\$79.50
California Fruit Growers' Exchange, 900 N. Franklin St., Chicago, Ill.			
Sunkist, Junior.....	Fruit juice extractor.....	Alabaster glass bowl and enameled gray finish, universal motor, furnished with ten ft. of cord with separate attachment plug.....	\$11.95
Chicago Flexible Shaft Co., Roosevelt Road and Central Avenue, Chicago, Ill.			
M-4-C, Sunbeam Mixmaster.....	Juice extractor, oil dripper, detachable beaters, revolving platform, two heavy green glass bowls.....	\$21.00
Do-All Appliance Corp., 77 West Mohawk St., Buffalo, N. Y.			
Kitchen Kaddie.....	Mixer, whipper, beater, buffer, grinder and juice extractor	Green enamel and polished aluminum finish.....	\$29.50
A. F. Dormeyer Mfg. Co., 2640 Greenview Avenue, Chicago, Ill.—(See Adv. Page 128)			
Dormeyer—Royal.....	Mixer with stand and juice extractor.....	\$18.75
Princess.....	Mixer with juice extractor.....	24.50
Doughnut Machine Corp., 1180 Broadway, N. Y. C.—(See Adv. Page 146)			
DMC.....	Drink mixer, pea sheller, can opener, vegetable slicer.....	Beats, whips, chops, shreds, freezes, sharpens cutlery. G.E. oversized motor—3 speeds. Base finished in various colors, also chromium plate.....
Edison General Electric Appliance Co., Chicago, Ill.—(See Adv. Page 107)			
Gem—GE.....	Mixer.....	Mixes, grinds, extracts and strains, sharpens cutlery. AC motor, 5 qt. bowl, wire whip, flat beater polishing buffer. Stand and motor finished in cream lacquer*.....	\$115.00
Hotpoint Handy Ann.....	Portable, mixer, whipper, beater, shredder, sharpener, buffer, grater.....	2-speed.....	68.50
*Other attachments, food chopper, juice extractor, vegetable slicer, freezer, salad oil and mayonnaise dropper, dough hook, chute for pouring, knife sharpener, coffee grinder available at slight additional cost.			
Fitzgerald Mfg. Co., Torrington, Conn.—(See Adv. Page 125)			
Magic Maid.....	Household mixer and juice extractor.....	Cast iron base, aluminum self revolving bowl, detached batter and tumbler beater, adjustable upright 3 speed rheostat porcelain juice extractor.....	\$19.50
A. C. Gilbert Company, New Haven, Conn.			
Polar Club—B89.....	Kitchen mixer.....	Two-piece drawn steel shell, colored wood handle, and cast iron base finished in gray.....	\$3.50
B88.....	Kitchen mixer.....	Large crystal bowl, adjustable holder, gray enamel finish colored wooden handle.....	5.00
B121.....	Sunkist Juice Extractor.....	Black with Jade bowl and ivory shredder.....	13.75
B86.....	Beater.....	Revolving aluminum bowl—beats, mixes, whips.....	10.95
Wesson-Oil-Snowdrift—B85, Beater	Egg beater type, double intertwining agitator.....	6.65
Sunkist Junior Juice Extractor—B120	Extracts quickly, 10 in. high.....	11.95
Hamilton Beach Manufacturing Company, Racine, Wis.			
Hamilton Beach—25.....	Drink mixer mounted.....	Automatic action, enamel finish.....	\$23.50
22, Gilchrist.....	Drink mixer mounted.....	Chromium finish.....	22.00
17, Arnold.....	Drink mixer mounted.....	Enamel finish, green or ivory, ball bearing, oversize motor.....	28.50
Hamilton Beach.....	*Drink heater attachment for mixers.....	Separable cup and heater chromium.....	9.75
Hamilton Beach Drinkmaster.....	Drink mixer, mounted.....	Ball-bearing motor; automatic hot cup attachment ivory, black, green or white uprights.....	29.50
*Denver and West 50c. extra.			
Kitchen Aid Manufacturing Company, Troy, Ohio—(See Adv. Page 120)			
Kitchen Aid, Electrical Food Preparer, Two Models.....	Whipping, beating, slicing, chopping, shredding, freezing, sieving, extracting, ice chipping, etc.....	5 and 3 qt. bowl capacity. Attachments for all essential operations for preparing food in the home.....

Mixers, Whippers and Extractors—Continued

Appliance

Trade Name and Model	Type	Special Features	Retail Price
Landers, Frary & Clark, New Britain, Conn.			
Universal Mixabaster.....	Mixer and beater.....	7-speeds. Equipped with 2 solid nickel silver mixing pans.....	\$25.00
740.....	Juice extractor.....	White porcelain enameled base, heavy bowl, aluminum ridged core and strainer.....	16.50
The Made-Rite Mfg. Co., Sandusky, Ohio			
Made-Rite—275 Minute Mixer.....	Mixer.....	Aluminum cup, frame jade green.....	\$8.25
200.....	Mixer.....	Brass nickel plated cup, porcelain enamel stand.....	20.00
250.....	Mixer.....	Aluminum cup, porcelain enamel stand.....	13.50
290.....	Mixer.....	Aluminum cup, cast duco stand.....	10.00
Merryway Co., Poughkeepsie, N. Y.			
Merryway Electric Food Preparer....	Mixer, chopper coffee grinder, pea sheller, sharpener, ice crusher, fruit juice extractor, freezer, beater buffer, food slicer and grater.....	Two speeds.....	\$69.50
Table Model.....		Two speeds.....	75.00
Wall Model.....	5-qt. bowl, beater and whip.....		
Read Machinery Company, Inc., York, Pa.			
Mixonette.....	5 and 12 qt. mixer.....	Stand mounted with attachments.....	*\$160.00
*For 12 qt. equipment; 5 qt. equipment extra. Auxiliary attachments furnished at extra charge.			
Reynolds Electric Co., 2650 W. Congress St., Chicago, Ill.			
Reco 12-qt. Food Mixer.....	12-qt. bowl, heavy metal frame.....	Mixer, grinder, slicer, grater, juice extractor, freezer, etc.....	*\$100.00
Reco 22-qt. Food Mixer.....	22-qt. bowl, heavy metal frame.....	Mixer, grinder, slicer, grater, juice extractor, freezer, etc.....	*\$140.00
Reco Automatic Double-Juice Extrac.	Motor driven fruit juice extractor.....	Automatic start and stop. Double reamers; enclosed. Porcelain enameled.....	*\$45.00
*F.o.b. Chicago.			
Robbins & Meyers, Inc., Springfield, Ohio			
Biddy.....	Mixer, whipper and juice extractor.....	Mounted on wall bracket.....	*\$14.95
DeLuxe Biddy.....	Mixer, whipper and juice extractor.....	Aluminum finish, toggle switch, drip pan.....	18.95
*8-in. fan, fitting wall bracket, \$8.50 extra.			
Signal Electric Mfg. Co., Menominee, Mich. (See Adv. Page 142)			
Signal—New Model "B".....	Fruit juice extractor.....	Peri-green, porcelain china extractor cone and bowl.....	\$15.00
Speedway Mfg. Co., 19th St. & South 52nd Ave., Cicero, Ill.			
Wife Saver.....	Mixer, whipper, beater, cleans silver, pans, sharpens knives, fruit extractor.....	Without juice extractor.....	\$30.00
		With juice extractor.....	40.00
United Electrical Manufacturing Company, Adrian, Mich.			
Eskimo Kitchen Mechanic.....	Kitchen mixer.....	Stand mounted, gray and white enamel.....	\$7.00
Eskimo Twin Mixer.....	Mixer, whipper, beater.....	1 qt. graded glass mixing bowl, adjustable stand, 7 ft. cord, toggle switch, lettuce green and white enamel finish with nickel trim....	11.75

Percolators

Trade Name, Model	Capacity	Design and Finish	Retail Price
Aluminum Cooking Utensil Company, New Kensington, Pa.			
<i>Wear-Ever</i>			
1271, Percolator.....	1 qt.	Sugar bowl, aluminum.....	\$4.75
1272, Percolator.....	2 qt.	Sugar bowl, aluminum.....	5.25
1273, Percolator.....	3 qt.	Sugar bowl, aluminum.....	5.90
1346, Percolator.....	2 qt.	Loving cup, aluminum.....	5.95
(Elements: Nichrome IV. Prices slightly different in Far West).			
Aluminum Goods Mfg. Co., Manitowoc, Wis.			
Mirro, Percolator.....	1-2 qt.	400 watts, chromium.....	\$3.95 to 6.25
Armstrong Appliance Corp., Huntington, W. Va.			
Armstrong Automatic, Percolator.....		Nickel finish, black handles, 500 w. Nickel.....	\$14.75
		Chrome.....	16.85
Percolator, Combination percolator and toaster.....		Nickel or black, 1015 watts.....	11.85
		Chrome and ivory.....	16.85
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (See Adv. Page 16)			
<i>Torrid</i>			
P3090, Percolator.....	7-cup	Plymouth, copper body, chrom. pl.	\$9.45
P8090, Percolator.....	7-cup	Theban, copper body, chrom. plated	9.95
P8290, Percolator.....	9-cup	Theban, copper body, chrom. plated	10.95
P0400, Percolator.....	8-cup	Paneled, aluminum.....	3.75
P0100, Percolator.....	4-cup	Paneled, aluminum.....	3.25
P3190, Percolator Set.....	7-cup	Plymouth, copper body, chrom. pl.	18.40
P8190, Percolator Set.....	7-cup	Theban, copper body, chrom. plated	19.90
P8390, Percolator Set.....	9-cup	Theban, copper body, chrom. plated	20.90
P8490, Urn.....	8-cup	Theban, copper body, chrom. plated	12.45
P8590, Urn Set.....	9-cup	Theban, copper body, chrom. plated	22.40
Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.			
<i>Bersted</i>			
30, Percolator.....	8-cup	Solid copper, chrom.....	\$9.50
36, Percolator Set (4 pieces)	8-cup	Chrome.....	21.50
32, Urn.....	9-cup	Solid copper, chrome.....	12.00
40, Urn Set (4 pieces).....	9-cup	Chrome.....	21.50
39, Percolator.....	8-cup	Copper, chrome.....	8.80
42, Percolator.....	8-cup	Copper, chrome.....	7.90
48, Percolator.....	3-cup	Copper, chrome.....	7.30
41, Urn Set (4 pieces).....	9-cup	Chrome.....	22.00
Betsy Ross Elec. Prod. Co., Johnson City, N. Y.			
<i>Betsy Ross</i>			
648.....	8-cup		5.00
(Elements: Nichrome and Nichrome IV)			
Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.			
400, Percolator.....	8-cup	Duchess, chrome, engraved with wood handle.....	\$9.95
401, Percolator.....	7-cup	Sheffield, chrome, plain with wood handle.....	9.95
402, Percolator.....	8-cup	Embassy, chrome, engraved wood handle.....	12.50
Chicago Flexible Shaft Co.—Continued			
403, Percolator.....	8-cup	Baronial, chrome, engraved metal handle.....	14.50
409, Urn Set.....	8-cup	Classic, chrome, engraved metal handle, including sugar, creamer and tray.....	37.50
410, Urn Set.....	8-cup	Embassy, chrome, engraved wood handle, including sugar, creamer and tray.....	29.25
411, Urn Set.....	8-cup	Baronial, chrome, engraved metal handle including sugar, creamer and tray.....	31.25
Coleman Lamp & Stove Co., Wichita, Kansas			
Aerial, 63.....	6-cup	Modernistic, chromium plated.....	\$15.00
Dominion Electric Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.			
<i>Dominion</i>			
81, Percolator.....	8-cup	Colonial, aluminum.....	\$6.00
80, Percolator.....	8-cup	Aluminum, paneled.....	4.00
79.....	6-cup	Domino, aluminum, paneled.....	3.75
78.....	4-cup	Domino, aluminum, paneled.....	3.75
83, Percolator.....	9-cup	Colonial, copper, nickel plated.....	12.00
84, Urn.....	9-cup	Colonial, copper, nickel plated.....	15.00
83, Percolator Set.....		Gold lined sugar and creamer.....	24.50
84, Urn Set.....		Gold lined sugar and creamer.....	27.50
85, Percolator.....	9-cup	Colonial, copper, nickel plated.....	13.50
86, Urn.....	9-cup	Colonial, copper, chrome plated.....	16.50
(Elements: Nichrome IV and Chromel A)			
The Dover Mfg. Co., Dover, Ohio			
<i>Electric Percolators</i>			
714.....	4-cup	Creole, aluminum.....	\$2.95
716.....	6-cup	Creole, aluminum.....	3.45
718.....	8-cup	Creole, aluminum.....	3.95
704.....	4-cup	Gray Dawn, aluminum.....	4.50
706.....	6-cup	Gray Dawn, aluminum.....	5.50
708.....	8-cup	Gray Dawn, aluminum.....	6.50
727.....	7-cup	Silver Dawn, aluminum.....	6.00
607.....	7-cup	Olympic, nickel.....	8.50
608.....	8-cup	Deauville, nickel.....	9.50
627.....	7-cup	Empress, nickel.....	16.75
617.....	7-cup	Raleigh, nickel.....	15.75
645.....	5-cup	Sydenham, nickel.....	10.50
647.....	7-cup	Sydenham, nickel.....	15.00
649.....	9-cup	Sydenham, nickel.....	15.50
Per No. 949.....	9-cup	Sydenham, nickel.....	25.50
Per No. 917.....	7-cup	Raleigh, nickel.....	28.75
Per No. 927.....	7-cup	Empress, nickel.....	26.75
658, Urn.....	8-cup	Oxford, nickel.....	19.00
659, Urn.....	9-cup	Sunnydene, nickel.....	18.50
669, Urn.....	9-cup	Hostess, nickel.....	16.25
657, Urn.....	7-cup	Cromwell, nickel.....	15.50
959, Urn.....	9-cup	Sunnydene, nickel.....	33.75
969, Urn.....	9-cup	Hostess, nickel.....	29.50
957, Urn.....	7-cup	Cromwell, nickel.....	28.75

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Percolators—Continued

Trade Name, Model	Capacity	Design and Finish	Retail Price
Dowd-Rogers Co., Inc., 95 Madison Avenue, New York City			
Dowd-Rogers Percolator	7-cup	Plain, paneled, nickel, silver, hammered silver.....	\$14.50 up
(Elements: Chromel A, C, Solar and Tophet)			
Edison General Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.			
<i>Hotpoint</i>			
119-S-19, Urn Set.....	6-cup	Betsy Ross.....	\$52.50
116-S-20, Urn Set.....	6-cup	Dolly Madison, silver.....	65.00
119-S-20, Urn Set.....	6-cup	Dolly Madison, chromeplate.....	57.50
119-S-33, Percolator Set.....	6-cup	Betsy Ross.....	46.50
114-S-35, Percolator Set.....	6-cup	Roman.....	17.00
119-S-36, Urn Set.....	6-cup	Roman.....	23.00
119-S-37, Percolator Set.....	6-cup	Colonial.....	27.00
115-S-43, Percolator Set.....	6-cup	Louis XVI.....	33.00
115-S-44, Urn Set.....	6-cup	Louis XVI.....	35.00
119-S-46, Urn Set.....	9-cup	Roman.....	26.00
119-S-48, Urn Set.....	9-cup	Colonial.....	29.00
115-S-53, Percolator Set.....	8-cup	Louis XVI.....	35.00
115-S-54, Urn Set.....	9-cup	Louis XVI.....	37.00
114-S-55, Percolator Set.....	3-cup	Tom Thumb.....	15.75
119-S-63, Percolator Set.....	6-cup	Concord.....	42.50
119-S-64, Urn Set.....	6-cup	Concord.....	45.50
119-S-67, Percolator Set.....	6-cup	Florentine, chromeplate.....	43.00
119-S-74, Urn Set.....	9-cup	Concord.....	48.00
114-S-78, Urn Set.....	9-cup	Florentine, nickel.....	38.50
119-S-78, Urn Set.....	9-cup	Florentine, chromeplate.....	48.00
119-P-19, Urn.....	6-cup	Betsy Ross.....	32.50
114-P-20, Urn.....	6-cup	Revere.....	27.50
116-P-20, Urn.....	6-cup	Dolly Madison.....	36.50
119-P-20, Urn.....	6-cup	Dolly Madison, chromeplate.....	31.50
114-P-33, Percolator.....	6-cup	American, nickel.....	24.25
119-P-33, Percolator.....	6-cup	Betsy Ross, chromeplate.....	26.50
114-P-35, Percolator.....	6-cup	Roman.....	10.50
119-P-36, Urn.....	6-cup	Roman.....	14.50
114-P-37, Percolator.....	6-cup	Colonial, nickel.....	14.75
119-P-37, Percolator.....	6-cup	Colonial, chromeplate.....	17.50
115-P-43, Percolator.....	6-cup	Louis XVI.....	17.50
115-P-44, Urn.....	6-cup	Louis XVI.....	\$19.50
114-P-45, Percolator.....	8-cup	Roman.....	12.50
119-P-46, Urn.....	9-cup	Roman.....	17.50
119-P-48, Urn.....	9-cup	Colonial.....	19.50
119-P-49, Percolator.....	6-cup	La Fleur.....	12.50
119-P-51, Percolator.....	6-cup	Bordeaux.....	13.00
115-P-53, Percolator.....	8-cup	Louis XVI.....	19.50
115-P-54, Urn.....	9-cup	Louis XVI.....	21.50
114-P-55, Percolator.....	3-cup	Tom Thumb.....	9.50
117-P-57, Percolator.....	6-cup	Vogue.....	8.95
114-P-62, Urn.....	6-cup	Birmingham.....	21.00
114-P-63, Percolator.....	6-cup	Concord, nickel.....	21.00
119-P-63, Percolator.....	6-cup	Concord, chromeplate.....	22.50
114-P-64, Urn.....	6-cup	Concord, nickel.....	23.00
119-P-64, Urn.....	6-cup	Concord, chromeplate.....	25.50
114-P-67, Percolator.....	6-cup	Florentine, nickel.....	20.00
119-P-67, Percolator.....	6-cup	Florentine, chromeplate.....	24.00
114-P-74, Urn.....	9-cup	Concord, nickel.....	25.00
119-P-74, Urn.....	9-cup	Concord, chromeplate.....	28.50
114-P-78, Urn.....	9-cup	Florentine, nickel.....	24.00
119-P-78, Urn.....	9-cup	Florentine, chromeplate.....	30.00
119-P-79, Urn.....	6-cup	Bordeaux.....	16.00
114-P-80, Percolator.....	6-cup	Allegheny.....	12.50
819-P-35, Percolator.....	6-cup	Simplex, chromeplate.....	10.25
Thos. A. Edison Inc., Orange, N. J.			
Edicraft Siphonator.....	6-cup	Chromium.....	\$45.00
Mento Siphonator, Urn Set.....	6-cup	Chromium.....	87.50
Fitzgerald Mfg. Co., Torrington, Conn.			
<i>Urns</i>			
8007.....	7-cup	Moderne, nickel.....	\$9.95
8009.....	9-cup	Moderne, nickel.....	10.45
8017.....	7-cup	Mayfair, nickel.....	9.95
8019.....	9-cup	Mayfair, nickel.....	10.45
8027.....	7-cup	Commander, nickel.....	9.95
8029.....	9-cup	Commander, nickel.....	10.45
8039.....	9-cup	Sheraton, nickel.....	13.95
7617.....	7-cup	Ambassador, nickel.....	15.00
8007CP.....	7-cup	Ambassador, nickel.....	17.50
8009CP.....	9-cup	Moderne, chrome.....	11.45
8017CP.....	7-cup	Mayfair, chrome.....	11.95
8019CP.....	9-cup	Mayfair, chrome.....	11.95
8027CP.....	7-cup	Commander, chrome.....	11.45
8029CP.....	9-cup	Commander, chrome.....	11.95
8039CP.....	9-cup	Sheraton, chrome.....	15.95
7617CP.....	7-cup	Ambassador, chrome.....	17.50
7619CP.....	9-cup	Ambassador, chrome.....	20.00
7617 CPC.....	7-cup	Admiral, chrome.....	22.50
7619CPC.....	9-cup	Admiral, chrome.....	25.00
7617.....	7-cup	Patrician, nickel.....	15.00
7619.....	9-cup	Patrician, nickel.....	17.50
7617CP.....	7-cup	Patrician, chrome.....	17.50
7619CP.....	9-cup	Patrician, chrome.....	20.00
<i>Urn Sets—4 pieces (Urn, Creamer, Sugar, Tray)</i>			
4-8007.....	7-cup	Moderne, nickel.....	15.95
4-8009.....	9-cup	Moderne, nickel.....	16.50
4-8017.....	7-cup	Mayfair, nickel.....	15.95
4-8019.....	9-cup	Mayfair, nickel.....	16.50
4-8027.....	7-cup	Commander, nickel, round tray.....	15.95
4-8029.....	9-cup	Commander, nickel, round tray.....	16.50
4-8039.....	9-cup	Sheraton, nickel.....	21.00
4-7617.....	7-cup	Ambassador, nickel.....	25.00
4-7619.....	9-cup	Ambassador, nickel.....	27.50
4-8007CP.....	7-cup	Moderne, chrome.....	18.95
4-8009CP.....	9-cup	Moderne, chrome.....	19.50
4-8017CP.....	7-cup	Mayfair, chrome.....	19.50
4-8019CP.....	9-cup	Mayfair, chrome.....	19.50
4-8027CP.....	7-cup	Commander, chrome, round tray.....	18.95
4-8029CP.....	9-cup	Commander, chrome, round tray.....	19.50
4-8039CP.....	9-cup	Sheraton, chrome.....	24.50
4-7617CP.....	7-cup	Ambassador, chrome.....	30.00
4-7619CP.....	9-cup	Ambassador, chrome.....	32.50

Trade Name, Model	Capacity	Design and Finish	Retail Price
Fitzgerald Mfg. Co. — Continued			
4-7617CPC.....	7-cup	Admiral, chrome.....	35.00
4-7619CPC.....	9-cup	Admiral, chrome.....	37.50
4-7617.....	7-cup	Patrician, nickel.....	25.00
4-7619.....	9-cup	Patrician, nickel.....	27.50
4-7617CP.....	7-cup	Patrician, chrome.....	30.00
4-7619CP.....	9-cup	Patrician, chrome.....	32.50
<i>Pot Percolators</i>			
9005.....	5-cup	Victory, nickel.....	7.45
9007.....	7-cup	Victory, nickel.....	7.95
9009.....	9-cup	Victory, nickel.....	8.45
9005CP.....	5-cup	Victory, chrome.....	8.95
9007CP.....	7-cup	Victory, chrome.....	9.45
9009CP.....	9-cup	Victory, chrome.....	9.95
<i>Pot Percolator Sets—4 pieces (Percolator, Creamer, Sugar, Tray)</i>			
4-9005.....	5-cup	Victory, nickel.....	13.45
4-9007.....	7-cup	Victory, nickel.....	13.95
4-9009.....	9-cup	Victory, nickel.....	14.45
4-9005CP.....	5-cup	Victory, chrome.....	16.45
4-9007CP.....	7-cup	Victory, chrome.....	16.95
4-9009CP.....	9-cup	Victory, chrome.....	17.45
Knapp-Monarch Co., St. Louis, Mo. (See Adv. Page 137)			
<i>Percolators Non-Automatic</i>			
735, Thermo-Hot.....	6-cup	450 watts, chrome.....	\$8.95
745, Thermo-Hot.....	7-cup	450 watts, chrome.....	10.95
765, Thermo-Hot.....	9-cup	450 watts, chrome.....	12.95
775, Thermo-Hot.....	9-cup	450 watts, chrome.....	15.50
<i>Automatic cut off switch</i>			
740, Thermo-Magic.....	6-cup	450 watts, chrome.....	10.95
750, Thermo-Magic.....	7-cup	450 watts, chrome.....	12.95
770, Thermo-Magic.....	9-cup	450 watts, chrome.....	14.90
780, Thermo-Magic.....	9-cup	450 watts, chrome.....	17.55
Landers, Frary & Clark Co., New Britain, Conn.			
<i>Universal</i>			
7137, Urn.....	7-cup	Norman, chromium.....	\$12.50
75317, Urn.....	7-cup	Charleston, chromium.....	13.25
7177, Urn.....	7-cup	Empire, chromium.....	13.75
71710, Urn.....	10-cup	Empire, chromium.....	16.75
7108, Urn.....	8-cup	Dutch Colonial, chromium.....	18.00
72149, Urn.....	9-cup	Colonial, chromium.....	19.00
71726A, Urn.....	6-cup	Paul Revere, chromium.....	17.50
71729A, Urn.....	9-cup	Paul Revere, chromium.....	19.25
73619A, Urn.....	9-cup	Hamilton, chromium.....	20.00
73149, Urn.....	9-cup	Newbury, chromium.....	23.50
7166, Urn.....	6-cup	Loving Cup, chromium.....	22.50
7169, Urn.....	9-cup	Loving Cup, chromium.....	24.50
71446, Urn.....	6-cup	Patriot, chromium.....	21.25
71449, Urn.....	9-cup	Patriot, chromium.....	23.50
73369, Urn.....	9-cup	Trianon, chromium.....	23.50
7189, Urn.....	9-cup	Grecian, chromium.....	24.75
71816, Urn.....	16-cup	Grecian, chromium.....	31.50
7249, Urn.....	9-cup	Old English, chromium.....	27.50
73169, Urn.....	9-cup	Jamestown, chromium.....	27.50
7119, Urn.....	9-cup	Monticello, chromium.....	28.50
7239, Urn.....	9-cup	Aladdin, chromium.....	33.50
7159, Urn.....	9-cup	Farmington, chromium.....	35.00
73010, Urn.....	10-cup	Windsor, chromium.....	39.50
7219, Urn.....	9-cup	Lafayette, chromium.....	42.00
7210, Urn.....	10-cup	Fontaine, chromium.....	46.50
9137, Urn.....	7-cup	Norman, nickel.....	10.50
95317, Urn.....	7-cup	Charleston, nickel.....	11.25
9177, Urn.....	7-cup	Empire, nickel.....	11.75
9618, Urn.....	8-cup	La Salle, nickel.....	13.25
91710, Urn.....	10-cup	Empire, nickel.....	13.75
9108, Urn.....	8-cup	Dutch Colonial, nickel.....	15.00
9219, Urn.....	9-cup	Raleigh, nickel.....	17.00
713705, Urn Set.....	7-cup	Norman, chromium.....	22.75
7531705, Urn Set.....	7-cup	Charleston, chromium.....	24.75
7177027, Urn Set.....	7-cup	Empire, chromium.....	27.50
7171027, Urn Set.....	10-cup	Empire, chromium.....	30.50
71226027, Urn Set.....	6-cup	Paul Revere, chromium.....	33.00
71729027, Urn Set.....	9-cup	Paul Revere, chromium.....	34.75
710804, Urn Set.....	8-cup	Dutch Colonial, chromium.....	33.50
721904, Urn Set.....	9-cup	Raleigh, chromium.....	34.75
7144617, Urn Set.....	6-cup	Patriot, chromium.....	33.75
7144917, Urn Set.....	9-cup	Patriot, chromium.....	36.00
7361904, Urn Set.....	9-cup	Hamilton, chromium.....	39.75
7214905, Urn Set.....	9-cup	Colonial, chromium.....	41.00
7336904, Urn Set.....	9-cup	Trianon, chromium.....	43.75
7314905, Urn Set.....	9-cup	Newbury, chromium.....	45.50
7316904, Urn Set.....	9-cup	Jamestown, chromium.....	49.50
716604, Urn Set.....	6-cup	Loving Cup, chromium.....	47.50
716904, Urn Set.....	9-cup	Loving Cup, chromium.....	49.50
718904, Urn Set.....	9-cup	Grecian, chromium.....	52.25
7311904, Urn Set.....	9-cup	Jefferson, chromium.....	55.50
711904, Urn Set.....	9-cup	Monticello, chromium.....	56.50
724904, Urn Set.....	9-cup	Old English, chromium.....	57.50
723904, Urn Set.....	9-cup	Aladdin, chromium.....	58.50
715904, Urn Set.....	9-cup	Farmington, chromium.....	65.00
730105, Urn Set.....	9-cup	Lafayette, chromium.....	74.00
721005, Urn Set.....	10-cup	Windsor, chromium.....	81.50
913705, Urn Set.....	7-cup	Norman, nickel.....	95.00
9531705, Urn Set.....	7-cup	Charleston, nickel.....	18.50
9177027, Urn Set.....	7-cup	Empire, nickel.....	21.00
9171027, Urn Set.....	10-cup	Empire, nickel.....	22.50
910804, Urn Set.....	8-cup	Dutch Colonial, nickel.....	24.50
921904, Urn Set.....	9-cup	Raleigh, nickel.....	26.75
7773, Percolator.....	9-cup	Continental, chromium.....	29.00
7776, Percolator.....	3-cup	Continental, chromium.....	9.50
7779, Percolator.....	6-cup	Continental, chromium.....	9.95
7857, Percolator.....	9-cup	Continental, chromium.....	12.00
7847, Percolator.....	7-cup	Empire High Bay, chromium.....	10.95
7376, Percolator.....	7-cup	Colonial High Bay, chromium.....	12.50
7379, Percolator.....	7-cup	Marie Antoinette, chromium.....	12.50
7726, Percolator.....	9-cup	Marie Antoinette, chromium.....	14.50
7729, Percolator.....	6-cup	Raleigh, chromium.....	13.50
7606, Percolator.....	9-cup	Raleigh, chromium.....	15.50
7564, Percolator.....	6-cup	Dutch Colonial, Chromium.....	13.50
7567, Percolator.....	4-cup	La Salle, chromium.....	12.50
75610, Percolator.....	7-cup	La Salle, chromium.....	13.50
	10-cup	La Salle, chromium.....	15.00

Percolators—Continued

Appliance

Trade Name, Model	Capacity	Design and Finish	Retail Price
Landers, Frary & Clark Co.—Continued			
7644, Percolator.....	4-cup	Colonial, chromium.....	14.00
7646, Percolator.....	6-cup	Colonial, chromium.....	15.00
7649, Percolator.....	9-cup	Colonial, chromium.....	17.00
7546, Percolator.....	6-cup	Old English, chromium.....	15.50
7526, Percolator.....	6-cup	Westminster, chromium.....	16.50
7656, Percolator.....	6-cup	Farmington, chromium.....	29.50
Landers			
75376, Percolator.....	6-cup	Roman, chromium.....	8.95
75467, Percolator.....	7-cup	Empire High Boy, chromium.....	9.95
75447, Percolator.....	7-cup	Colonial High Boy, chromium.....	11.50
Universal			
9956, Percolator.....	6-cup	Continental, nickel.....	7.75
9959, Percolator.....	9-cup	Continental, nickel.....	9.75
937, Percolator.....	7-cup	Norman, nickel.....	7.95
9627, Percolator.....	7-cup	Plain, nickel.....	8.95
9873, Percolator.....	3-cup	Empire, nickel.....	8.50
9876, Percolator.....	6-cup	Empire, nickel.....	8.95
9879, Percolator.....	9-cup	Empire, nickel.....	9.95
9537, Percolator.....	7-cup	Charleston, nickel.....	9.50
9345, Percolator.....	5-cup	Paneled, nickel.....	8.95
9347, Percolator.....	7-cup	Paneled, nickel.....	9.95
9349, Percolator.....	9-cup	Paneled, nickel.....	11.50
Landers			
5376, Percolator.....	6-cup	Roman, nickel.....	7.50
5467, Percolator.....	7-cup	Empire High Boy, nickel.....	7.95
5447, Percolator.....	7-cup	Colonial High Boy, nickel.....	9.50
9767, Percolator.....	7-cup	Aluminum.....	5.95
9676, Percolator.....	6-cup	Aluminum.....	6.75
9466, Percolator.....	6-cup	Aluminum.....	6.95
9469, Percolator.....	9-cup	Aluminum.....	7.50
9614, Percolator.....	14-cup	Aluminum.....	7.95
Landers			
526, Percolator.....	6-cup	Aluminum.....	4.95
5747, Percolator.....	7-cup	Aluminum.....	5.95
Universal			
777605, Percolator Set.....	6-cup	Continental, chromium.....	23.75
777905, Percolator Set.....	9-cup	Continental, chromium.....	25.75
760604, Percolator Set.....	6-cup	Dutch Colonial, chromium.....	26.00
737605, Percolator Set.....	6-cup	Marie Antoinette, chromium.....	32.75
752604, Percolator Set.....	6-cup	Westminster, chromium.....	47.50
93704, Percolator Set.....	7-cup	Norman, nickel.....	14.95
987616, Percolator Set.....	6-cup	Empire, nickel.....	18.95
934704, Percolator Set.....	7-cup	Paneled, nickel.....	19.20
953705, Percolator Set.....	7-cup	Charleston, nickel.....	19.25
Lehman Bros. Silverware Corp., 197 Grand St., New York City			
65-840, Percolator.....	10-cup	Chromium or nickel plated.....	\$13.50
Percolator Urn Sets.....	10-cup	Chromium or nickel plated.....	
99-286 NP Urn Set (4 pieces)	9-cup	Nickel plated.....	9.95
99-286 C Urn Set (4 pieces)	9-cup	Chromium plated.....	14.95
95C, Electric Coffee Pot.....	9-cup	Chromium.....	6.50
100, Electric Coffee Pot.....	7-cup	China porcelain decorated, chrome cover and base.....	5.95
Manning-Bowman & Company, Meriden, Conn.			
Manning-Bowman			
408 9, Urn.....	9-cup	Nickel paneled.....	\$12.50
305/7, Percolator.....	2-cup	Nickel.....	8.50
305/4, Percolator.....	4-cup	Nickel.....	9.50
K4470 9, Urn Set.....	9-cup	Aranium.....	95.00
K4500 9, Urn Set.....	9-cup	Aranium.....	45.00
K336 7, Percolator.....	7-cup	Aranium.....	12.00
K4570 9, Urn Set.....	9-cup	Aranium.....	90.00
K4600 9, Urn Set.....	9-cup	Aranium.....	75.00
K4580 9, Urn Set.....	9-cup	Aranium.....	62.00
K4492 9, Urn Set.....	9-cup	Aranium.....	40.00
K4540 9, Urn Set.....	9-cup	Aranium.....	50.00
K4591 9, Urn Set.....	9-cup	Aranium.....	35.00
K4494 9, Urn Set.....	9-cup	Aranium.....	32.50
K4313 9, Urn Set.....	9-cup	Aranium.....	27.50
K342 9, Percolator.....	9-cup	Aranium.....	13.50
K334 9, Urn Set.....	9-cup	Aranium.....	13.50
K369 7, Urn Set.....	7-cup	Aranium.....	13.50
K309 7, Urn Set.....	7-cup	Aranium.....	11.50
Meriden Homelectrics			
300, Urn Set.....	7-cup	Nickel.....	15.00
K4721 9, Urn Set.....	9-cup	Chromium.....	50.00
4721 9, Urn Set.....	9-cup	Nickel.....	25.00
K4740 8, Urn Set.....	8-cup	Chromium paneled.....	25.00
47408, Urn Set.....	8-cup	Nickel paneled.....	22.00
K530, Urn Set.....	7-cup	Chromium.....	18.00
K28, Urn Set.....	6-cup	Chromium.....	11.00
K24, Urn Set.....	7-cup	Chromium.....	9.50
K27, Urn Set.....	7-cup	Chromium.....	9.95
K21, Urn Set.....	7-cup	Chromium.....	9.00
Metal Ware Corp., Two Rivers, Wis.			
Empire			
S64, Perc., Tea and Coffee...	5-cup	Aluminum.....	\$5.00
710, Perc., Tea and Coffee...	5-cup	Nickel.....	6.75
711, Percolator.....	7-cup	Nickel, paneled.....	8.00
712, Percolator.....	9-cup	Nickel, paneled.....	9.00
S68, Percolator.....	8-cup	Aluminum, loving cup, paneled.....	7.50
S55, Percolator.....	4-cup	Aluminum, paneled.....	5.00
S56, Percolator.....	8-cup	Aluminum, paneled.....	6.00
S57, Percolator.....	6-cup	Aluminum, paneled.....	5.50
S61, Percolator.....	12-cup	Aluminum, paneled.....	6.50
S63, Percolator.....	2-cup	Aluminum, paneled.....	3.25
713, Percolator.....	9-cup	Nickel.....	9.00
714, Urn.....	10-cup	Nickel, paneled.....	12.50
822, Urn Set.....	10-cup	Nickel, paneled.....	20.00
722, Percolator Set.....	9-cup	Nickel, paneled.....	16.50
1800, Percolator, Immersion Element.....	4-cup	Aluminum, paneled.....	3.25
1801, Percolator, Immersion Element.....	6-cup	Aluminum, paneled.....	3.50
1802, Percolator, Immersion Element.....	8-cup	Aluminum, paneled.....	3.75
(Elements: Emersion Type Nichrome IV)			

Trade Name, Model	Capacity	Design and Finish	Retail Price
National Stamping and Electric Co., 3212 W. Lake St., Chicago, Ill.			
White Cross			
271, Percolator.....	6-cup	Aluminum, paneled.....	\$3.70
261, Percolator.....	8-cup	Aluminum, paneled.....	3.90
251, Percolator.....	7-cup	Aluminum, paneled.....	3.40
295, Percolator.....	8-cup	Aluminum, paneled.....	9.50
296, Percolator.....	6-cup	Aluminum, paneled.....	10.50
271TS, Percolator Set.....	6-cup	Aluminum, paneled.....	5.50
261TS, Percolator Set.....	8-cup	Aluminum, paneled.....	5.70
251TS, Percolator Set.....	7-cup	Aluminum, paneled.....	5.40
295TS, Percolator Set.....	8-cup	Nickel plated copper.....	16.00
296TS, Percolator Set.....	6-cup	Nickel plated copper.....	17.00
297, Urn.....	9-cup	Nickel plated copper.....	16.00
297UTS, Urn Set.....	9-cup	Nickel plated copper.....	24.00
294, Percolator.....	8-cup	Nickel plated copper.....	5.80
243, Percolator.....	9-cup	Aluminum.....	35.00
Robeson Rochester Corp., Rochester, N. Y.			
Royal Rochester			
10996.....	6-cup	Electrodrip, "French-Drip" All China Coffee Maker, detachable base containing heating unit.....	\$10.00
10846, Percolator.....	6-cup	Red Poppy Royalite, oven china chrome.....	12.50
10907, Percolator.....	7-cup	Black Leaf and Myrtle, oven china chrome.....	13.50
10827, Percolator.....	7-cup	Gold Pheasant, oven china chrome.....	15.00
10353, Percolator.....	3-cup	Everymorning, chrome plated.....	8.50
10355, Percolator.....	5-cup	Everymorning, chrome plated.....	9.00
10357, Percolator.....	7-cup	Everymorning, chrome plated.....	9.50
10359, Percolator.....	9-cup	Everymorning, chrome plated.....	10.00
10327, Percolator.....	7-cup	Louis XIV, chrome plated.....	13.50
10348, Percolator.....	8-cup	Tuscan, chrome plated.....	12.50
10347, Percolator.....	7-cup	Avalon, chrome plated.....	9.95
10467, Percolator.....	7-cup	Melrose, chrome plated.....	8.75
10438, Percolator.....	8-cup	Sherwood, chrome plated.....	8.75
10407, Percolator.....	7-cup	Countess, chrome plated.....	8.50
10167, Percolator.....	7-cup	Wellington, nickel plated.....	7.00
10209, Percolator.....	9-cup	Coffee Shop, nickel silver.....	12.50
10077, Percolator.....	7-cup	Louis XIV, nickel plated.....	9.00
10108, Percolator.....	8-cup	Majestic, nickel plated, red trim.....	7.50
10118, Percolator.....	8-cup	Majestic, nickel plated, green trim.....	7.50
10128, Percolator.....	8-cup	Majestic, nickel plated, white trim.....	7.50
11820, Urns.....	10-cup	Golden Pheasant, Royalite Ov-China chrome.....	23.50
11900, Urns.....	10-cup	Black Leaf and Myrtle, Royalite Ov-China chrome.....	22.00
11840, Urns.....	10-cup	Red Poppy, Royalite Ov-China chrome.....	19.50
11339, Urns.....	9-cup	Louis XIV, chrome plated.....	22.50
11348, Urns.....	8-cup	Tuscan, chrome plated.....	20.00
11369, Urns.....	9-cup	Corinthian, chrome plated.....	15.00
11449, Urns.....	9-cup	Roycroft, chrome plated.....	13.50
11317, Urns.....	7-cup	Early American, chrome plated.....	12.50
11198, Urns.....	9-cup	Roycroft, nickel plated.....	11.50
11067, Urns.....	7-cup	Early American, nickel plated.....	10.50
Urn Sets (Royalite Oven-China Electric Urn, Creamer, Sugar and Tray)			
Royal Rochester			
17050, Urn Set.....		Golden Pheasant.....	98.00
17053, Urn Set.....		Black Leaf and Myrtle.....	34.00
17054, Urn Set.....		Red Poppy.....	30.00
17151, Urn Set.....		Louis XIV, chrome plated.....	39.50
17152, Urn Set.....		Tuscan, chrome plated.....	34.00
17154, Urn Set.....		Corinthian, chrome plated.....	27.00
17153, Urn Set.....		Roycroft, chrome plated.....	25.00
17150, Urn Set.....		Early American.....	24.00
17155, Urn Set.....		Early American, chrome plated.....	22.00
17113, Urn Set.....		Roycroft, nickel plated.....	19.00
17112, Urn Set.....		Early American, nickel plated.....	17.45
Rutenber Electric Co., Marion, Ind.			
Marion			
Percolator.....	8-cup	Paneled, aluminum.....	\$7.25
Percolator.....	9-cup	Paneled, aluminum.....	3.95
Samson-United Corp., Rochester, N. Y.			
Samson			
155.....	7-cup	Cup heat proof china, chromium plated mountings, 450 watts.....	\$8.95
156.....	8-cup	Aluminum, 400 watts.....	4.95
165, Percolator Set.....	7-cup	Heat proof china percolator, sugar and creamer and chrome tray. Mountings chromium plated.....	17.95
Silex Co., 86 Pliny Street, Hartford, Conn.			
Silex			
Vacuum Coffee-maker.....	4, 6, 8-cup	Pyrex glass, chrome or silver.....	{ \$11.85-17.95
Simplex Division, Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago, Ill.			
Simplex			
814-P-41, Percolator.....	6-cup	Nickel.....	\$6.95
844-P-59, Percolator.....	6-cup	Aluminum.....	5.95
849-P-35, De Luxe Perco. Set.....	6-cup	Chromeplate.....	10.45
849-S-35, DeLux Percolator Set.....	6-cup	Chromeplate.....	18.85
849-P-36, DeLux Urn.....	6-cup	Chromeplate.....	13.45
849-S-36, DeLux Urn Set.....	6-cup	Chromeplate.....	21.85
Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.			
Superior			
510, Percolator.....	10-cup	Colonial, aluminum paneled.....	\$6.00
505, Percolator.....	5-cup	Aluminum, paneled.....	3.00
508, Percolator.....	8-cup	Paneled.....	3.50
509, Percolator.....	9-cup	Not paneled.....	4.50
559, 3 Piece Set.....	9-cup	6.50
558, 3 Piece Set.....	8-cup	5.50
555, 3 Piece Set.....	5-cup	5.00

Trade Name, Model	Capacity	Design and Finish	Retail Price
A. H. Waage, 112 Chambers St., New York, N. Y.			
P4.....	4-cup	Aluminum.....	\$4.00
P9.....	9-cup	Aluminum.....	5.00
Waage Electric Company, 5100 Ravenwood Ave., Chicago, Ill.			
<i>Waage</i>			
88.....	8-cup	Paneled.....	\$3.50
P9.....	9-cup	Colonial paneled.....	5.00
<i>(Element; Nichrome)</i>			
Westinghouse Electric & Mfg. Co., Mansfield, Ohio			
<i>Westinghouse</i>			
PSC-332-5, Urn Set.....	8-cup	Berkley, chrome.....	\$44.50
PSC-312-4, Urn Set.....	12-cup	Warrington, chrome.....	49.50
PSC-282-4, Urn Set.....	8-cup	Grecian, chrome.....	49.50
PSC-202-4, Urn Set.....	12-cup	Egyptian, chrome.....	54.50
PSC-342-4, Urn Set.....	9-cup	Eaton, chrome.....	39.50
PL332-4, Pot.....	7-cup	China.....	12.50
PF342-4, Pot.....	7-cup	China, fused.....	11.50
PLC202-4, Pot.....	7-cup	Covington, chrome.....	14.50

Trade Name, Model	Capacity	Design and Finish	Retail Price
Westinghouse Elec. & Mfg. Co. — Continued			
PLC312-4, Pot.....	8-cup	Grecian, chrome.....	14.50
PLC222-4, Pot.....	6-cup	Standard, chrome.....	10.95
PLC302-4, Pot.....	6-cup	Standard, chrome, fused.....	9.95
Note—Double style numbers are listed, the first 105 volts, the second for 115 volts. Unless otherwise indicated, all percolators are automatically controlled by a Spencer Disc Thermostat.			
White Beauty Electric Co., Inc., 4416-24 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
227, Percolator Set.....	8-cup	Paneled, aluminum.....	\$5.50
Pet—211, Percolator.....	8-cup	Paneled, aluminum.....	4.50
225, Percolator.....	8-cup	Paneled, aluminum.....	3.75
230, Percolator.....	8-cup	Paneled, aluminum.....	4.50
223, Percolator.....	2-cup	Aluminum.....	3.25
239, Percolator.....	5-cup	Polished aluminum.....	3.25
251, Percolator.....	2-qts.	Polished aluminum.....	6.00
241, Tea Kettle.....	4-cup	Polished aluminum.....	3.75
215, Double Boiler.....		Paneled aluminum.....	3.75
<i>(Elements: Nichrome and Nichrome IV)</i>			

Ranges

Model and Trade Name	Dimensions, Inches		Heating Units		Automatic Control	Finish	Retail Price
	Cooking Top	Oven	Cooking Top, Watts	Oven, Watts			
Armstrong Appliance Corp., Huntington, W. Va.							
Armstrong							
Full Automatic.....	20 x 20	19½ x 14½	1-720; 2-1,200; 1-1,500†	1-1,000; 1-1,500.....	Time and temperature.....	White porcelain enamel.....	\$175.00
Interchangeable Comb.....	17½ x 18½	14 x 14 x 16.....	1-600; 2-1,200	1-750; 1-1,200.....	Oven temperature indicator	Black and white enamel.....	
*Under cooking top. †Closed							
Benjamin Elec. Mfg. Co., Des Plaines, Ill.							
Benjamin Crysteel—39.....	23 x 22½	18 x 14 x 12*	2-990; 1-1,700†	2-1,260.....	None.....	Black and white porcelain enamel.....	\$130.00
40.....	23 x 22½	18 x 14 x 12*	2-990; 1-1,700†	2-1,260.....	Temperature.....	enamel.....	160.00
154.....	26 x 24	20 x 18 x 13*	2-990; 1-1,500; 1-1,700†	2-1,600.....	None.....		\$210.00
155.....	26 x 24	20 x 18 x 13*	2-990; 1-1,500; 1-1,700†	2-1,600.....	Temperature.....		240.00
156.....	26 x 24	20 x 18 x 13*	2-990; 1-1,500; 1-1,700†	2-1,600.....	Time and temperature.....	Gray and white porcelain enamel.....	260.00
36.....	23 x 24½		2-1,000; 1-1,500; 1-1,700†		None.....		245.00
37.....	23 x 24½	20 x 14 x 12	2-1,000; 1-1,500; 1-1,700†	1-1,600; 1-1,260,	Temperature.....		275.00
38.....	23 x 24½	warming oven	2-1,000; 1-1,500; 1-1,700†	warming oven	Time and temperature.....		295.00
42.....	23 x 24½	20 x 17½ x 9	2-1,000; 1-1,500; 1-1,700†	1-440	None.....	Black and white porcelain enamel.....	220.00
43.....	23 x 24½	right	2-1,000; 1-1,500; 1-1,700†		Temperature.....		250.00
44.....	23 x 24½		2-1,000; 1-1,500; 1-1,700†		Time and temperature.....		270.00
137.....	26 x 24	20 x 18 x 13	2-990; 1-1,500; 1-1,700†	2-1,600, warming oven 1-440	Temperature.....	Gray and white porcelain enamel.....	310.00
138.....	26 x 24	warming oven 21 x 18 x 9	2-990; 1-1,500; 1-1,700†		Time and temperature.....		330.00
Benjamin Consolette							
710P.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Precision thermometer.....	Gray and white porcelain...	141.00
711A.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....	Gray and white porcelain...	161.96
715P.....	21½ x 23½	14 x 14 x 20 left..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Precision thermometer.....	Gray and white porcelain...	141.00
716A.....	21½ x 23½	14 x 14 x 20 left..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....	Gray and white porcelain...	161.00
720P.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Precision thermometer.....		124.00
721A.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....	White porcelain with black baking japan trim	144.00
725P.....	21½ x 23½	14 x 14 x 20 left..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Precision thermometer.....		124.00
726A.....	21½ x 23½	14 x 14 x 20 left..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....		144.00
730P.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Precision thermometer.....	Black baking japan with white porcelain trim	102.00
731A.....	21½ x 23½	14 x 14 x 20 right..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....		122.00
736A.....	21½ x 23½	14 x 14 x 20 left..	1-1,000; 1-1,200; 1-1,500...	2-1,260.....	Automatic heat.....		122.00
*Right—set low. †Open or closed							
Buckwalter Stove Co., Royersford, Pa., Electric Range Div.							
Buckwalter-Simplex							
16.....	21 x 21	15½ x 15½ x 17*	3-1,200.....	1-1,800; 1-1,100.....		Gray and white enamel.....	\$139.00
161.....	21 x 21	15½ x 15½ x 17*	3-1,200.....	1-1,800; 1-1,100.....		Ivory and white enamel.....	139.00
17.....	21 x 21	15½ x 15½ x 17†	3-1,200.....	1-1,800; 1-1,100.....		Gray and white enamel.....	139.00
171.....	21 x 21	15½ x 15½ x 17†	3-1,200.....	1-1,800; 1-1,100.....		Ivory and white enamel.....	139.00
18.....	21 x 21	15½ x 15½ x 17*	4-1,200.....	1-1,800; 1-1,100.....		Gray and white enamel.....	139.00
2181.....	21 x 21	15½ x 15½ x 17*	4-1,200.....	1-1,800; 1-1,100.....		Ivory and white enamel.....	149.00
19.....	21 x 21	15½ x 15½ x 17†	4-1,200.....	1-1,800; 1-1,100.....		Gray and white enamel.....	149.00
2191.....	21 x 21	15½ x 15½ x 17†	4-1,200.....	1-1,800; 1-1,100.....		Ivory and white enamel.....	149.00
80.....	24 x 21	18½ x 15½ x 17*	4-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	225.00
801.....	24 x 21	18½ x 15½ x 17*	4-1,200.....	1-2,000; 1-1,200.....		Ivory and white enamel.....	225.00
802.....	24 x 21	18½ x 15½ x 17*	4-1,200.....	1-2,000; 1-1,200.....		All white enamel.....	225.00
81.....	24 x 21	18½ x 15½ x 17†	4-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	225.00
811.....	24 x 21	18½ x 15½ x 17†	4-1,200.....	1-2,000; 1-1,200.....		Ivory and white enamel.....	225.00
812.....	24 x 21	18½ x 15½ x 17†	4-1,200.....	1-2,000; 1-1,200.....		All white enamel.....	225.00
84.....	24 x 21	18½ x 15½ x 17*	3-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	210.00
85.....	24 x 21	18½ x 15½ x 17†	3-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	210.00
56.....	35 x 21	18½ x 15½ x 17*	6-1,200.....	2-2,000; 2-1,200.....		Gray and white enamel.....	460.00
57.....	35 x 21	18½ x 15½ x 17†	6-1,200.....	2-2,000; 2-1,200.....		Gray and white enamel.....	460.00
86.....	24 x 21	18½ x 15½ x 17*	4-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	260.00
861.....	24 x 21	18½ x 15½ x 17*	4-1,200.....	1-2,000; 1-1,200.....		Ivory and white enamel.....	260.00
87.....	24 x 21	18½ x 15½ x 17†	4-1,200.....	1-2,000; 1-1,200.....		Gray and white enamel.....	260.00
871.....	24 x 21	18½ x 15½ x 17†	4-1,200.....	1-2,000; 1-1,200.....		Ivory and white enamel.....	260.00
116.....	21 x 24	15½ x 15½ x 17†	3-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	120.00
117.....	21 x 24	15½ x 15½ x 17*	3-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	120.00
118.....	21 x 24	15½ x 15½ x 17†	4-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	132.00
119.....	21 x 24	15½ x 15½ x 17*	4-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	132.00
148.....	21 x 24	15½ x 15½ x 17†	3-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	115.00
149.....	21 x 24	15½ x 15½ x 17†	3-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	125.00
1481.....	21 x 24	15½ x 15½ x 17†	3-1,200.....	1-800; 1-1,000.....		White enamel and bk. japan	115.00
216.....	21 x 21	15½ x 15½ x 17	3-1,200.....	1-1,800; 1-1,000.....		Black japan.....	100.00
218.....	21 x 21	15½ x 15½ x 17	4-1,200.....	1-1,800; 1-1,000.....		Black japan.....	112.50
249.....	21 x 21	15½ x 15½ x 17	4-1,200.....	1-1,800; 1-1,000.....		Black japan.....	110.00
*Left. †Right. ‡Low oven rangette							
Edison General Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.—(See Adv. Pages 141, 107)							
Hotpoint							
RA67 DeLux with Cooker	24½ x 26½	18 x 18 x 14.....	2-1,000; 1-2,000.....	2-1,500, calrod.....		White enamel chrome trim.*	\$333.00
RA67 DeLux with Cooker	24½ x 26½	18 x 18 x 14.....	2-1,000; 1-2,000.....	2-1,500, calrod.....		Semi-white.....	239.00
RA79 DeLux with Cooker	24½ x 37	Two ovens	3-1,000; 2-2,000.....	4-1,500.....		Black japan and white ena.	435.00
RA79 DeLux with Cooker	24½ x 37	18 x 18 x 14.....	3-1,000; 2-2,000.....	4-1,500.....		All white.....	610.00
RS75, Autom. with Thrift Cooker.....	24½ x 26½	18 x 18 x 14†	2-1,000; 1-2,000.....	2-1,500.....	Heat control and thermometer	Three-quarter white.....	\$347.00
Automatic.....	21½ x 22½	16 x 18 x 14.....	2-1,000; 1-2,000.....	2-1,500.....		All white.....	\$188.00

Ranges—Continued

Appliance

Model and Trade Name	Dimensions Cooking Top	Oven	Heating Units Cooking Top, Watts	Oven, Watts	Automatic Control	Finish	Retail Price
Edison General Electric Appliance Co.,—Continued							
Automatic.....	21½x22½	16x18x14.....	2-1,000; 1-2,000.....	2-1,500.....	Heat control and thermom- eter	Semi-white.....	*\$152.00
White with Cabinet Base..	21½x22½	16x18x14.....	2-1,000; 1-2,000.....	2-1,500.....		All white.....	*228.00
DeLux with Thrift Cooker	21½x22½	16x18x14.....	2-1,000; 1-2,000.....	2-1,500.....		All white chrome.....	*248.00
DeLux with Thrift Cooker	21½x22½	16x18x14.....	2-1,000; 1-2,000.....	2-1,500.....		White ena. with green trim	*262.00
RA100, DeLux.....	19 x21½	14x14x18.....	2-1,000; 1-2,000.....	2-1,320.....		White enamel.....	
RA65.....	23 x24½	16x14x19.....	1-1,200, hi-speed calrod; 1-1,000; 1-2,000; 1-thrift cooker.....	2-1,500.....		White enamel.....	197.00
RA55.....	23 x24½	16x14x19.....	1-1,200, hi-speed calrod; 1-1,000; 1-2,000.....	2-1,500.....		White enamel.....	177.00

*Open coil units. †Broiler 18x18x18 in.

Electromaster, Inc., Detroit, Mich.							
Electrochef.....	22 x22	14½x13x19.....	4-1,300.....	1-2,000.....	Temperature and time.....	White porcelain enamel and chromium.....	

The Estate Stove Company, Hamilton, Ohio (See Adv. Page 3)							
Estate—KE162-T-1.....	22½x42½	16x21½x12 right	1-1,000; 1-1,250; 1-1,500; 1-2,000	1-1,000; 1-2,400; separate broiler 1-2,000	Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature.....	Green enamel.....	
KE162-T-2.....	22½x42½	16x21½x12 right				Ivory enamel.....	
KE162-T-3.....	22½x42½	16x21½x12 right				White enamel.....	
KE262-T-1.....	22½x42½	16x20 x13 right				Green enamel.....	
KE262-T-2.....	22½x42½	16x20 x13 right				Ivory enamel.....	
KE262-T-3.....	22½x42½	16x20 x13 right	1-1,000; 1-1,250; 1-1,500; 1-2,000	1-1,000; 1-2,400; *Broiler, 1,750	Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature.....	White enamel.....	
762-T-1.....	22½x22½	16x20 x13†				Green enamel.....	
762-T-2.....	22½x22½	16x20 x13†				Ivory enamel.....	
762-T-3.....	22½x22½	16x20 x13†				White enamel.....	
682-T-1.....	23 x21½	18x18 x14†				Green enamel.....	
682-T-2.....	23 x21½	18x18 x14†	1-1,000; 1-1,250; 1-2,000	1-1,400; 1-2,200; *broiler, 2,000	Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature.....	Ivory enamel.....	
682-T-3.....	23 x21½	18x18 x14†				White enamel.....	
642-T-1.....	19½x21½	14x18 x14†				Green enamel.....	
642-T-2.....	19½x21½	14x18 x14†				Ivory enamel.....	
642-T-3.....	19½x21½	14x18 x14†				White enamel.....	
Estate Electric and Coal			1-1,000; 1-1,250; 1-2,000	1-1,150; 1-1,850; *broiler, 1,750	Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature..... Time and temperature.....	Green enamel.....	
648-T-1.....	30½x21½	14x18 x14†				Ivory enamel.....	
648-T-2.....	30½x21½	14x18 x14†				White enamel.....	
648-T-3.....	30½x21½	14x18 x14†				Green enamel.....	
768-T-1.....	33½x22½	16x20 x13†				Ivory enamel.....	
768-T-2.....	33½x22½	16x20 x13†	1-1,000; 1-1,250; 1-1,500; 1-2,000	1-1,000; 1-2,400; *broiler, 1,750	Time and temperature..... Time and temperature.....	White enamel.....	
768-T-3.....	33½x22½	16x20 x13†				White enamel.....	

*Broiler located in top of oven. The broiler coil is a separate unit, independent of the baking coil and is not used for baking or heating the oven and cannot be turned on at the same time the oven coils are in use. It is not a part of the connected load.
†Right or left.

Federal Electric Co., 20 N. Wacker Drive, Chicago, Ill.							
Federalco—O-15-EW.....	23½x21½	15x18x13*.....	1-1,500; 1-1,250; 1-1,000...	2-1,500.....	Time, extra.....	White enamel.....	
Aristocrat—O-17-E.....	25½x25	17x18x14.....	1-1,500.....	2-1,500.....	Time extra.....	White, green or tan.....	
Federal—Champion O-17-D			Specifications same as O-17-E except it is a non-fused range.				
O-27-E.....	25½x24	17x18x14.....	1-1,250; 1-1,000; 1-750.....	2-1,500.....	Time extra.....	White, green, ivory or tan..	
Federal—DeLux.....		Pastry oven.....	1-1,250; 1-1,000; 1-750.....	1-1,500.....			
Federal Com., Coal-Elec.							
OH-37-E.....	23½x24	17x18x14†.....	1-1,500; 1-1,250; 1-750.....	2-1,500.....	Time extra.....	White, green, ivory or tan..	
Federal Apartment—							
O-77-AW.....	21 x23	17x14x12†.....	2-1,000; 1-1,500.....	2-1,500.....	Time extra.....	White and nickel.....	
O-77-AE.....	21 x23	17x14x12†.....	2-1,000; 1-1,500.....	2-1,500.....	Time extra.....	Semi-white.....	
O-87-AW.....	22½x17	17x14x12.....	2-1,000; 1-1,500.....	2-1,500.....	Time extra.....	All white.....	
Federal Sterling—O-47-D.....	23½x21½	17x14x17†.....	1-1,000; 1-1,250; 1-1,000...	2-1,500.....	Time extra.....	White, green, ivory or tan.	
O-87-AE.....	22½x17	17x14x12.....	2-1,000.....	2-1,500.....	Time extra.....	Semi-white.....	
Farm Special—OH-20-E.....	24 x25½	20x14x20½†.....	1-1,500; 1-1,250; 1-1,000; 1-750.....	2-1,500.....	Time extra.....	White, green, ivory, tan...	

*Right or left. †Oven beneath surface units. ‡Oven above surface units. (Resistance material: Nichrome IV)

Fitzgerald Mfg. Co., Torrington, Conn.							
14—Cabinet.....	21½x22½	14x14x18.....	3.....			Gray and white or black and white	\$130 to \$175
14—Campaign Cabinet.....	21½x22½	14x14x18.....	3.....				102 to 130
Utility Cabinet.....							45
14—Apartment Console.....	21½x22½	14x14x18.....	3.....				120 to 155
14—Apartment.....	21½x23½	14x14x18.....	3.....				90 to 135

Florence Stove Co., Kankakee, Ill.—Successors to H. G. Weeks Mfg. Co., Goshen, Ind.							
Weeks Electrola (Oven)							
Right or Left							
373—3 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White and gray enamel....	
473—4 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White and gray enamel....	
379—3 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	Green or gray porcelain....	
479—4 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	Green or gray porcelain....	
372—3 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White with gray enamel, black ends.....	
472—4 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White with green enamel, black ends.....	
378—3 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White with gray enamel....	
478—4 Units.....		16x18x13.....	3,000.....	1,500.....	Time and temp. extra.....	White with green enamel, black ends.....	
323—3 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with gray enamel....	
423—4 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with gray enamel....	
329—3 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with green enamel....	
429—4 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with green enamel....	
322—4 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with gray, black ends	
422—4 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with gray, black ends	
328—3 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	White with green, black ends	
428—4 Units.....		16x18x12½.....	3,000.....	1,500.....	Temperature.....	Whiteth w green, black ends	
362—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Time and temp. extra.....	White with gray.....	
368—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Time and temp. extra.....	White with green.....	
342—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Time and temp. extra.....	White with gray.....	
348—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Time and temp. extra.....	White with green.....	
Apartment House (Oven Under Cooking Top)							
392—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Temperature.....	White with gray porcelain black ends.....	
392S—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Temperature.....	White with green enamel, black ends.....	
398—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Temperature.....		
398S—3 Units.....		14x18x12½.....	3,000.....	1,500.....	Temperature.....		

Kitchen cabinet base for 342 and 348, \$25; other models, \$50.

Graybar Electric Co., Lexington Ave. and 43rd St., New York, N. Y. Manufactured by: Walker Pratt Mfg. Co., 31 Union St., Boston, Mass.							
Graybar-Crawford (See Adv. Pages 149)							
14-66 RPT or LPT.....	18 x21	14x18x14*.....	2-1,200; 1-2,000.....	2-1,350.....	Temperature.....	Gray and white enamel....	\$118.00
16-86 RPT or LPT.....	22 x22	16x17x14*.....	1-1,500; 1-1,000; 1-1,800, "Duraspeed".....	2-1,500.....	Temperature.....	Gray and white enamel..	175.00
18-96 RPT or LPT.....	23½x24	18x18x15*.....	1-1,500; 2-1,000; 1-1,800, "Duraspeed".....	2-1,500.....	Temperature.....	Gray and white enamel...	250.00
16-76 RPT or LPT.....	22 x22	16x17x14*.....	2-2,000; 2-1,200.....	2-1,500.....	Temperature.....	Gray and white enamel....	155.00

Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
	Cooking Top	Oven	Cooking Top, Watts	Oven, Watts			
Graybar Elec. Co.—Continued							
16-251 PT.....	19 x20	16x12x12½, high oven.....	1-2,000; 2-1,200.....	2-1,000.....	Temperature.....	Buff and white enamel.....	115.00
16-56 RT (made to order).	19 x20	16x12x12½, low oven.....	1-2,000; 2-1,200.....	2-1,000.....	Temperature.....	Buff and white enamel.....	110.00
16-56 HT.....	(Same specifications as 16-56 PT)		1-2,000; 1-1,200.....	2-1,000.....	Temperature.....	Semi enamel.....	105.00
16-52 PT (made to order).	(Same specifications as 16-52 PT)				Temperature.....	Buff and white enamel.....	100.00
16-52 H.....	(Same specifications as 16-52 PT)				None.....	Semi enamel.....	85.00
18-173 PST Elec. Coal.....	23½x34	18x18x15.....	1-1,800; 1-1,500; 2-1,000...	2-1,500.....	Temperature.....	Gray and white enamel.....	240.00
*Left or right.							
Landers, Frary & Clark, New Britain, Conn.							
Universal—E853.....	24½x24.	14x14x19*.....	1-1,800 open; 1-1,200 open 1-1,500 closed.....	1-1,500; 1-2,000...	Temperature.....	White with French grey....	148.50
E854.....	24½x24	14x14x19*.....	1-1,800 open; 2-1,200 open; 1-1,500 closed.....	1-1,500; 1-2,000;..	Temperature.....	White with French grey....	165.00
E8546.....	24½x24.	16x14x19*.....	1-1,800 open; 2-1,200 open; 1-1,500 closed.....	1-1,500; 1-1,200...	Temperature.....	White with French grey....	182.50
E8562.....	24½x24.	14x14x19*..... warming closet 18½x10½x23.....	1-1,800 open; 2-1,200 open; 1-1,500 closed.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	212.50
E8862.....	24½x24	14x14x19*..... warming closet, 16½x10½x23.....	1-1,800 open; 2-1,200 open; 1-1,500 closed.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	247.50
E8866.....	35½x23½	16x14x19*..... broiling oven; 12½x6½x17½ warming closet, 20½x10½x23½.....	2-1,800 open; 3-1,200 open; 1-1,000 closed.....	2-1,500; 2-2,000;..	Temperature.....	White with French grey....	585.00
Coal and Electric—E8946	34x23½	18x14x18.....	1-1,800 open; 2-1,200 open; 1-1,000 closed.....	1-1,500; 1-2,000;..	Temperature.....	White with French grey....	242.50
E3593.....	20½x23½	14x14x19*.....	1-1,800 open; 1-1,200 open; 1-1,000 closed.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	List pr. optional
E3594.....	20½x23½	14x14x19*.....	1-1,800 open; 2-1,200 open; 1-1,000 closed.....	1-1,500; 1-12,000	Temperature.....	White with French grey....	135.85
E35936.....	20½x23½	16x14x19*.....	1-1,800 open; 2-1,200 open; 1-1,000 closed.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	130.85
E35946.....	20½x23½	16x14x19*.....	1-1,800 open; 2-1,200 open; 1-1,000 closed.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	145.85
E8744.....	41x23½	14x14x19*.....	1-1,800 open; 3-1,200 open	1-1,500; 1-2,000....	Temperature.....	White with French grey....	165.00
E8744EC.....	41x23½	14x14x19.....	1-1,800 open; 2-1,200 open; 1-660 cooker.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	177.00
E8746.....	43x23½	16x14x19.....	1-1,800 open; 3-1,200 open	1-1,500; 1-2,000....	Temperature.....	White with French grey....	182.50
E8746EC.....	43x23½	16x14x19.....	1-1,800 open; 2-1,200 open; 1-660 cooker.....	1-1,500; 1-2,000....	Temperature.....	White with French grey....	194.50
E8744.....	41x23½	14x14x19.....	1-1,800 open; 3-1,200 open	1-1,500; 1-2,000....	Temperature.....	Jade and ivory.....	170.00
E8644EC.....	41x23½	14x14x19.....	1-1,800 open; 2-1,200 open; 1-660 cooker.....	1-1,500; 1-2,000....	Temperature.....	Jade and ivory.....	182.00
E8646.....	43x23½	16x14x19.....	1-1,800 open; 3-1,200 open	1-1,500; 1-2,000....	Temperature.....	Jade and ivory.....	187.50
E8646EC.....	43x23½	16x14x19.....	1-1,800 open; 2-1,200 open; 1-660 cooker.....	1-1,500; 1-2,000....	Temperature.....	Jade and ivory.....	199.50
*Right or left.							
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.							
L & H Electric—864A....	35 x25	Two, each 18x14x20½ pastry-broiler 18x9x20½ warming comp.	5-2,000; 1-1,000.....	3-1,800; 1-2,000.....	Temperature, time extra...	White and gray porc. enam.
867SC.....	30½x9x12½ storage comp. 14x5x24
834A.....	22½x24½	18x14x19 pastry-broiler 18x9x18* right or left	3-2,000; 1-1,000.....	2-1,800; 1-2,000....	Temperature, time extra...	White and gray porcelain enamel, or colors
814A.....	22½x24½	18x14x19*.....	3-2,000; 1-1,000.....	1-2,000; 1-1,800...	Temperature, time extra...	White and gray porcelain
8184A.....	20½x22½	16x14x19*.....	1-2,000; 3-1,250.....	2-1,500.....	Temperature, time extra...	enamel, or colors*
8054A.....	20½x20½	16x14x19*.....	1-2,000; 2-1,250.....	2-1,500.....	Temperature, time extra...
8051A.....	20½x20½	16x14x19*.....	1-2,000; 2-1,250.....	2-1,500.....	Temperature, time extra...	Black rubberoid and white enamel.....
824.....	24½x16½	16x14x12½†.....	3-1,250.....	1-1,500; 1-1,000...	None.....	Black rubberoid, gray and white enamel
821.....	24½x16½	16x14x12½†.....	2-1,250.....	1-1,500; 1-1,000....	None.....
804A (Table or Apartment)	20½x20½	16x14x14†.....	1-2,000; 2-1,000.....	2-1,500.....	Temperature.....	White and gray porc. enam.
8044E, Combination (with Kitchen Heater).....	32½x20½	16x14x19.....	1-2,000; 3-1,250.....	2-1,500.....	Temperature, time extra...	Ivory and black porc. enam.
854A, Combination (with Kitchen Heater).....	18x14x19†.....	3-2,000; 1-1,250.....	1-2,000; 1-1,800....	Temperature, time extra...	White and gray porcelain enamel, or colors.....
8329A.....	20½x20½	14x14x17½.....	1-1,250; 2-1,000.....	2-1,320.....	Temperature.....	White and gray porc. enam.
829A.....	20½x20½	14x14x17½.....	1-150; 2-1,000.....	2-1,320.....	Temperature.....	White and gray porc. enam.
867.....	35 x25	2 each, 18x14x 20½*.....	5-2,000; 1-1,000.....	2-1,800.....	Temperature, time extra...	White and gray porcelain enamel, or colors.....
8050A.....	20½x20½	16x14x19*.....	1-2,000; 2-1,250.....	2-1,500.....	None.....	Black rubberoid and white enamel.....
847.....	20½x20½	16x14x19*.....	1-2,000; 1-1,250; 2-1,000....	2-1,500.....	Temperature, time extra...	White porc. enam., or colors
837.....	20½x20½	16x14x19*.....	1-2,000; 2-1,250.....	2-1,500.....	Temperature, time extra...	White porc. enam., or colors
827A.....	20½x20½	14x14x19*.....	1-2,000; 2-1,250.....	2-1,500.....	Temperature, time extra...	White porc. enam., or colors
Electric Portable 828.....	20½x20½	14x14x17½.....	1,320 maximum.....	Temperature, time extra...	White and gray porc. enam.
*Right or left. †Under cooking top. ‡Over cooking top. (Resistance Material: Chromel A)							

Ranges—Continued

Appliance

Model and Trade Name	Dimensions Cooking Top	Oven	Heating Units Cooking Top, Watts	Oven, Watts	Automatic Control	Finish	Retail Price
The Licking Stove Works, Div. of The Wehrle Co., Newark, Ohio							
Welfare—302.....	23½x21½	15x13x17½*	3.....	1 or 2.....	No.....	Full enamel.....	*
320.....	23½x21½	15x13x17½*	3.....	2.....	Yes.....	Full enamel.....	*
321.....	23½x21½	15x13x17½*	4.....	2.....	Yes.....	Full enamel.....	*
*Not established by manufacturer.							
Malleable Iron Range Co., Beaver Dam, Wis.							
Monarch—15E.....	23½x21½	15x13x17½*	1-1,000; 1-1,250; 1-1,500...	1-1,500; 1-1,350....	Temperature.....	White.....	
35E.....	23½x21½	15x13x17½*	1-1,000; 1-1,250; 1-1,500...	1-1,500; 1-1,350....	Time and temperature.....	White, green, tan.....	
Monarch Moderne—95E.....	41½x23½	15x13x17½*	1-1,000; 1-1,250; 1-1,500...	1-1,500; 1-1,350....	Time and temperature.....	Two-tone green only.....	
Monarch—17D.....	25½x25	17x14x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White, green, tan.....	
47D.....	23½x21½	17x14x18*	1-1,000; 1-1,250; 1-1,500...	2-1,500.....	Time and temperature.....	White, green, tan.....	
47E.....	23½x21½	17x14x18*	1-1,000; 1-1,250; 1-1,500...	2-1,500.....	Time and temperature.....	White, green, tan.....	
Monarch Grand—16E.....	25½x25	16x15x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White, green, tan.....	
26E.....	25½x25	16x15x18, 16x7x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500; auxiliary oven 1-1,500....	Time and temperature.....	White, green, tan.....	
18E.....	25½x25	18x15x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White, green, tan.....	
68E.....	25 x 35	Two, 18x15x18*	3-1,500; 3-1,000	Each oven 2-1,500	Temp. on each oven, time..	White, green, tan.....	
Monarch—37E.....	24½x24½	17x14x18†	1-1,000; 1-1,250; 1-1,500...	2-1,500.....	Time and temperature.....	White only.....	
20E.....	25½x24	20x14x20½†	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White only.....	
H-35-E.....	21 x 24 Coal 10½x24 23½x25	15x13x17½*	1-1,000; 1-1,250; 1-1,500...	1-1,500; 1-1,350....	Time and temperature.....	White, green, tan.....	
Monarch Grand—H-16-E.....	Coal 11 x 24 23½x25	16x15x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White, green, tan.....	
H-26-E.....	Coal 11 x 24	16x15x18, 16x7x18*	1-750; 1-1,000; 1-1,250; 1-1,500	2-1,500.....	Time and temperature.....	White, green, tan.....	
Monarch—H-37-D.....	22 x 24 Coal 12 x 24 22 x 24	17x14x18†	1-1,000; 1-1,250; 1-1,500...	2-1,500.....	Time and temperature.....	White, green, tan.....	
H-37-E.....	Coal 12 x 24 24 x 25½	17x14x18†	1-1,000; 1-1,250; 1-1,500...	2-1,500.....	Time and temperature.....	White, green, tan.....	
H-20-E.....	Coal 12 x 24 21 x 23	20x14x20½†	1-750; 1-1,000; 1-1,500; 1-1,250	2-1,500.....	Time and temperature.....	White, green, tan.....	
77A.....	21 x 23	17x12x14, high.	2-1,000; 1-1,500	2-1,500.....	Time and temperature.....	White only.....	
87A.....	22½x17	17x12x14†	2-1,000; 1-1,500	2-1,500.....	Time and temperature.....	White only.....	
87C.....	22½x17	17x12x14†	2-1,350	2-1,350.....	Temperature only.....	White only.....	
*Right or left. †Under cooking top. ‡Right §Auxiliary oven 1-1,500.							
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.							
White Cross—208.....	12 x 22	12x10x11	2-500 or 1-1,100	1-440; 1-660.....		Black.....	\$29.00
209.....	12 x 22	12x10x11	2-500 or 1-1,100	1-440; 1-660.....		Black, white porc. enamel..	34.00
210.....	12 x 22	12x10x11	2-500 or 1-1,100	1-440; 1-660.....		Black and white porcelain..	37.50
211.....	14 x 22	13x11½	2-500 or 1-1,100	2-550; 1-660.....		Black and white porcelain..	42.50
212.....	14 x 22	13x11½	2-500 or 1-1,100	2-550; 1-660.....		Black and white porcelain..	
Roberts & Mander Stove Co., Philadelphia, Pa.							
Twelve models of electric range fully automatic with oven heat regulator, prices range from \$120 to \$224.							
Rutenber Electric Co., Marion, Ind.							
Marion—99BW.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	Time and temperature.....	White porcelain enamel....	\$140.00
99AW.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	Temperature.....	White porcelain enamel....	125.00
99W.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	None.....	White porcelain enamel....	105.00
99B.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	Time and temperature.....		127.00
99A.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	Temperature.....		112.00
99.....	21½x24½	16x16x12*	2-1,200; 1-1,600, open	2-1,200.....	None.....	Black japan and white porcelain enamel.....	92.00
55.....	22 x 22	16x16x12†	2-1,200; 1-1,650, open	2-1,200.....	None.....		72.00
55A.....	22 x 22	16x16x12†	2-1,200; 1-1,650, open	2-1,200.....	Temperature.....		100.00
100W.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	None.....	White porcelain enamel....	140.00
100BW.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	Time and temperature.....	White porcelain enamel....	175.00
100AW.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	Temperature.....	White porcelain enamel....	160.00
55W.....	22 x 22	16x16x12	1-1,600	2-1,200.....	None.....	All white.....	92.00
55A.....	22 x 22	16x16x12	1-1,600	2-1,200.....	Temperature.....	All white.....	110.00
100B.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	Time and temperature.....		155.00
100A.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	Temperature.....	Black japan and white porcelain enamel	140.00
100.....	24 x 25	16x14x20*	3-1,200; 1-1,600, open	2-1,400.....	None.....		120.00
147.....	38 x 26	Two, 18x14x16*	4-1,200; 2-1,500, open	2-1,500; 2-1,000....	None.....		236.00
88.....	22 x 22		2-1,200; 1-1,600	2-1,200.....	None.....	Plain.....	72.00
88W.....	22 x 22	16x16x12 elevated	2-1,200; 1-1,600	2-1,200.....	None.....	White porcelain enamel....	92.00
88AW.....	22 x 22		2-1,200	2-1,200.....	Temperature.....	White porcelain enamel....	110.00
88A.....	22 x 22		2-1,200	2-1,200.....	Temperature.....	White porcelain enamel....	100.00
*Right or left. †Under cooking top.							
Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio							
Standard							
Electric-Gas—639G.....	48½x20½	19x11x13½ Broiler 18x7x12½	3-1,500, open or cl., 2—Gas	2-1,200 Broiler 1-1,800	Time.....	Black and white enamel....	\$287.00
639.....	38 x 20½	19x11x13½ Broiler 18x7x12½	3-1,500, open or closed.....		Time.....	Black and white enamel....	252.00
756.....	47 x 22	One 24x14x16, one 19x11x13½	1-660; 4-1,500, open or cl.	2-1,200; 2-2,500....	Time and temp. extra.....	Black and white enamel....	397.00
555.....	20 x 39	19x11x13½†	3-1,500, open or closed.....	2-1,200.....	Time and temperature.....	Black and white enamel....	215.00
365.....	16 x 21	10x12x13*	2-1,500, open or closed.....	2-800.....	None.....	Black and white enamel....	73.50
Shelf type—423S.....	24 x 20	19x11x13½†	2-1,500; 1-660, open or cl.	2-1,200.....	None.....	Black and white enamel....	95.00
Shelf type—419S.....	21½x20	16x11x13½†	2-660; 1-1,500, open or cl.	2-1,000.....	None.....	Black and white enamel....	93.00
Shelf Type—321S.....	16 x 19½	12x12x13½†	1-1,500; 1-660, open or cl.	2-800.....	None.....	Black and white enamel....	80.00
521.....	28½x19	19x11x13½†	3-1,500, open or closed.....	2-1,200.....	Temperature extra.....	Black and white enamel....	115.00
421.....	27 x 18	16x11x13½†	2-1,500; 1-660, open or cl.	2-1,000.....	Temperature extra.....	Black and white enamel....	90.00
850.....	27 x 45½	19x11x13½	3-1,500; 2-coal.....	2-1,200.....	On cooker.....	Black and white enamel....	250.00
851.....	36 x 27	19x11x13½†	3-1,500; 2-coal.....	2-1,200.....	None.....	Black and white enamel....	217.00
Built in Wall—939.....	31½x21	19x11x13½† Broiler 18x7x13	3-1,500, open or closed.....	2-1,200 Broiler 1-2,000	Safety switch, time extra..	Black and white enamel....	303.00
Built in Wall—921.....	24 x 21	16x11x13½†	2-1,500; 1-660, open or cl.	2-1,000.....	Safety switch.....	Black and white enamel....	155.00
923.....	21 x 26	19x11x13½	3-1,500	2-1,200.....		Black and white enamel....	212.00
701.....	37 x 33	24x14x21	Optional heavy duty equip.	2-3,000.....	None.....	Black and white enamel....	367.50
D701.....	33 x 66	Two 24x14x21	Optional heavy duty equip.	2-3,000 each.....		Black and white enamel....	725.00
8T-701.....	33 x 92½	Three 24x14x21	Optional heavy duty equip.	2-3,000 each.....		Black and white.....	1,250.00

Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
	Cooking Top	Oven	Cooking Top, Watts	Oven, Watts			
Standard Electric Stove Co.—Continued							
702.....	48 x33	Two 19x11x13½, one 24x21x16½	4-1,500; 1-2,500, griddle, cl.	4-1,200; 2-3,000....	Temperature extra.....	Black and white enamel...	\$575.00
360.....	36 x27	14x12x18.....	2-1,500; 1-800.....	2-1,200.....	Time and temperature.....	Regular finish with white splashes or white porc. with trimming.....	100.00
Royal Standard—1156..	22 x25	18x18x14.....	1-1,200; 2-1,500; 1-1,800...	2-1,500.....	Time and temp. extra.....	White porcelain, nickel plated rims.....	174.00
Royal Queen—1134.....	20 x25	16x18x14.....	1-1,500; 1-1,200; 1-1,800...	2-1,200.....	Time and temp. extra.....		158.00
1114.....	20 x26	14x18x14.....	1-1,200; 1-1,800; 1-1,500...	2-1,200.....	Time and temp. extra.....		154.00
1116.....	22 x26	14x18x18.....	2-1,500; 1-1,800; 1-1,200...	2-1,200.....	Time and temp. extra.....		164.00
1132.....	20 x26	16x18x14.....	1-1,800; 1-1,500; 1-800...	2-1,200.....	Time and temp. extra.....		151.00
1136.....	24 x26	16x18x14.....	1-1,800; 2-1,500; 1-1,200...	2-1,200.....	Time and temp. extra.....		169.00
1112.....	18 x25	14x18x14.....	2-1,500; 1-800.....	2-1,200.....	Time and temp. extra.....		144.00
455.....	18 x35	16x11x13½.....	2-1,500; 1-800.....	2-1,000.....	Time and temperature.....	Black and white enamel...	161.00
1055.....	25 x24	16x14x16.....	2-1,500; 2-1,000.....	1-1,000; 1-1,250....	None.....	Black.....	95.00
1165.....	22 x25	18x18x14 Trailer 18x18x7	1-1,200 close; 2-1,500 open; 1-1,800 open.....	2-1,500.....	Time and temperature.....	White porcelain, chrom. plated trims.....	295.00
Left or right.	†Under cooking top.	‡Over cooking top.	\$May be had with serving table unit. (Resistance material: Chromel A, Nichrome IV)				

Left or right. †Under cooking top.

†Over cooking top.

§May be had with serving table unit.

(Resistance material: Chromel A, Nichrome IV)

Walker & Pratt Mfg. Co., 31 Union St., Boston, Mass.—Distributed by Graybar Elec. Co., Lexington Ave. and 43rd St., New York, N. Y.

Graybar-Crawford							
14-66—RPT or LPT....	18x21	14x18x14*	2-1,200; 1-2,000.....	2-1,350.....	Non-magnetic.....	Gray and white.....	\$118.00
16-76—RPT or LPT....	22x22	16x18x14*	2-2,000; 2-1,200.....	2-1,500.....	Non-magnetic.....	Gray and white.....	145.00
18-476—RPT or LPT....	22x22	18x18x14*	2-2,000; 2-1,200.....	2-1,500.....	Non-magnetic.....	Gray and white.....	161.00
*Left or right.							
16-86RPT or LPT.....	22 x22	16x17x14.....	1-1,000; 1-1,500; 1-1,800*..	2-1,500.....	Temperature.....	Gray and white enamel....	175.00
Note:—For series parallel switches specify No. 16-85. Colortint Ranges with choice of two colors of enameled castings—Spring green or buff with white enameled sheet metal parts. Made to order only.							
18-96 RPT or LPT.....	23x24	18x18x15.....	1-1,500; 2-1,000; 1-1,800*..	2-1,500.....	Temperature.....	Gray and white enamel....	250.00
Note:—For series parallel switches specify No. 18-95. Colortint Ranges with choice of two colors of enameled castings—Spring green or buff with white enameled sheet metal parts. Made to order only.							
16-52PT (without Shelf)	18 x24	16x12x12 $\frac{1}{2}$ †.....	1-2,000; 1-1,200.....	2-1,000.....	None.....	Black or with all outside castings fin. in gray enamel	100.00
16-52H (without Shelf)..	18 x24	16x12x12 $\frac{1}{2}$ †.....	1-2,000.....	2-1,000.....	None.....	Semi-enamel.....	85.00
18-173 Electric-Coal....	18x20	16x12x12 $\frac{1}{2}$	1-1,200; 1-2,000.....	2-1,000.....	Temperature.....	Gray and white enamel....	240.00
16-56—PT.....	19x20	16x12x12 $\frac{1}{2}$	1-2,000; 2-1,200.....	2-1,000 low.....	Non-magnetic.....	Gray and white.....	110.00
16-251—PT.....	19x20	16x12x12 $\frac{1}{2}$	1-2,000; 2-1,200.....	2-1,000 high.....	Non-magnetic.....	Gray and white.....	115.00
Timer with cord and plug for 14-61, 16-86, 18-96 and 18-173 ranges with temperature control. (These ranges have receptacle for timer which may be added at any time). When ordering ranges with timer use letter A instead of T.							
*“Duraspeed”. †Under cooking top. ‡To order.							

Westinghouse Electric & Mfg. Co., Domestic Appliance Dept., Mansfield, Ohio—(See Adv. Pages 22-3, 155)

Westinghouse							
C431—49 $\frac{1}{2}$ In. High....	23 x24 $\frac{1}{2}$	14x14x17 $\frac{1}{2}$ *.....	1-1,200; 1-1,500; 1-2,250†..	2-1,500.....	Time and temperature.....	Gray enamel.....	\$167.50
C631—51 $\frac{1}{2}$ In. High....	23 x24 $\frac{1}{2}$	16x14x17 $\frac{1}{2}$ *.....	1-1,200; 1-1,500; 1-2,250†..	2-1,500.....	Time and temperature.....	Gray enamel.....	182.50
C831—51 $\frac{1}{2}$ In. High....	23 x24 $\frac{1}{2}$	18x15x17 $\frac{1}{2}$ *.....	1-1,200; 1-1,500; 1-2,250†..	2-1,800.....	Time and temperature.....	Green.....	200.75
C841—51 $\frac{1}{2}$ In. High....	26 x24 $\frac{1}{2}$	18x15x17 $\frac{1}{2}$ *.....	1-1,200; 1-1,500; 1-1,000; 1-2,250†.....	2-1,800.....	Time and temperature.....	Gray enamel.....	195.00
CR842—54 $\frac{1}{2}$ In. High...	26 x24 $\frac{1}{2}$	18x15x17 $\frac{1}{2}$ *.....	1-1,200; 1-1,500; 1-1,000; 1-2,250†.....	2-1,800.....	Time and temperature.....	Gray enamel.....	215.00
CL621—35 In. High (Low Oven).....	19 $\frac{1}{2}$ x17 $\frac{1}{2}$	16 $\frac{1}{2}$ x12x13 $\frac{1}{2}$	1-1,200; 1-2,250†.....	2-1,500.....	Temperature.....	Gray enamel.....	265.00
CH631—62 $\frac{1}{2}$ In. High (High Oven).....	19 $\frac{1}{2}$ x23	16 $\frac{1}{2}$ x12x13 $\frac{1}{2}$	2-1,000; 1-1,500†.....	2-1,500.....	Temperature.....	Gray enamel.....	103.00
D431—46 $\frac{1}{2}$ In. High....	20 $\frac{1}{2}$ x24	14x14x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-2,000†..	2-1,500.....	Time and temperature.....	Black Japan.....	81.50
D631—46 $\frac{1}{2}$ In. High....	20 $\frac{1}{2}$ x24	16x14x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-2,000†..	2-1,500.....	Time and temperature.....	Gray enamel.....	125.00
D641—46 $\frac{1}{2}$ In. High....	24 x24	16x14x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-1,500; 1-2,000†.....	2-1,500.....	Time and temperature.....	Gray enamel.....	103.50
D831—48 In. High....	20 $\frac{1}{2}$ x24	18x15x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-2,000†..	2-1,500.....	Time and temperature.....	Gray enamel.....	†
D841—48 In. High....	24 x24	18x15x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-1,500; 1-2,000†.....	2-1,500.....	Time and temperature.....	Gray enamel.....	†
DF431—49 $\frac{1}{2}$ In. High, Fuel Burning Attach.	20 $\frac{1}{2}$ x24	14x14x17 $\frac{1}{2}$ *.....	1-1,000; 1-1,200; 1-2,000....	2-1,500.....	Time and temperature.....	Gray enamel.....	†
(Resistance Material: Chromel A, Nichrome IV)							

*Left and right. †Open. ‡Price on application.

Ranges, Wall Outlet

Model and Trade Name	Dimensions		Heating Units		Automatic Control, Watts	Finish	Retail Price
	Cooking Top	Oven, Inches	Cooking Top	Oven, Watts			
American Gas Machine Co., Inc., Albert Lea, Minn.—(See Adv. Page 122)							
30, Kitchenkook.....	Table range portable.	17½x12½		1-1320, 1-600.....	3-heat switch.....	Nile green porc., enamel.	\$34.50
Armstrong Appliance Corp., Huntington, W. Va.							
Armstrong.....	20x20..	14x14x19½	2-600, closed reflector type	2-600, adjustable..		White vitreous enamel....	\$85.00
Interchangeable Combination.....	18½x17½.	14x14x16.	1,200.....			Black enamel and white nickel trim.....	
Interchangeable Combination Electric Range.....	18½x17½.	14x14x16.	Wall outlet type, 1,200...				
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.—(See Adv. Page 16)							
Torrid Wilwear.....	20x13..	12x12x11*		660, 440, together 1,100 superheat open.....	2-990.....	Gray and white, gray and red porcelain enamel....	\$59.50
*Under cooking top.							
Landers, Frary & Clark, New Britain, Conn.							
Universal—E9950.....	Table range, portable	8½x18½.	None.....	2-660.....	None.....	Black, nickel plated legs.	\$8.95
E9951.....	Table range, portable.	8½x18½.	None.....	1,200, left unit; 600, both units; 600, right unit....	None.....	Black, nickel plated legs.	9.95
E9961.....	Table range, portable.	8½x8½..	None.....	660.....	None.....	Black, nickel plated legs.	3.50
E9962.....	Table range, portable.	8½x6½..	None.....	1,200.....	None.....	Black, nickel plated legs.	5.50
E921.....	Convenience outlet range, portable....	13½x19.	12x12x11½	2-1,200*.....	1,200 baking, 1,000 broiling†	Black, white porcelain, enamel cooking top....	59.50
*So wired that full capacity can be used in either unit or divided equally between the two. †So wired that both can be used at same time.							

Ranges, Wall Outlet—Continued

Appliance

Model and Trade Name	Dimensions		Heating Units		Automatic Control, Watts	Finish	Retail Price
	Cooking Top	Oven, Inches	Cooking Top	Oven, Watts			
Metal Ware Corp., Two Rivers, Wis.							
Empire Kitchenette Range—B25.....	Kitchenette.....	12x9½	8½x7½x6½	2 total wattage 1,175.....	2.....	Black baked enamel with colored panels, nickel trimmings.....	*\$20.00
*Baked ena nel in colors—cream, green, gray—panels to match—nickel trimmings, \$22.50 (Resistor Material, Nichrome, Nichrome IV)							
National Stamping & Electric Works, 3212 W. Lake St., Chicago, Ill.							
White Cross—102.....	Table range.....	24x11	11x11x12*	2-550, open.....	Uses cooking top.....	Black.....	\$10.00
103.....	Table range.....	36x11	11x11x12*	3-550, open.....	Uses cooking top.....	Black.....	17.50
102B.....	Table range.....	24x11	11x11x12.	2-750.....	Uses cooking top.....	Black.....	10.00
*Portable.							
Serelec Products Corp., 75 West St., New York, N. Y.							
Honeymoon Range.....					1,320, 3-heat switch.....	Enameled, nickel or un-enameled.....	\$65.00
Serelec Boiler—B3.....					2-660, vertica units.....	White enamel.....	42.50
B8.....					2-660, vertica units.....	Lustro chrome.....	42.50
Serelec Wall Outlet Range—RA3.....					Oven 1,320*.....	White enamel.....	98.50
Range—RC3.....					Oven 1,320*.....	White enamel.....	125.00
Range—RR3.....					Oven 1,320*.....	White enamel.....	99.50
*1 hotplate, 850 watts—1 hotplate, 470 watts—1 fireless coil, 40 watts. (Resistance Material, Nichrome, Chromalox)							
Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio							
Standard 302, with Fireless Cooker...	Low table range....	27x18	10x12x12*	1-660, open.....	2-660, cooker.....	Baked enamel.....	\$65.00
4012.....	Shelf.....	12x24		2-800.....	1-800.....	White enamel.....	71.50
16.....	Oven, portable.....		16x11x13½		2-1,000.....	Baked enamel.....	45.00
19.....	Oven, portable.....		19x11x13½		2-1,250.....	Black or white porcelain.	50.00
*Left of cooker (Resistance Material, Chromel A, Nichrome IV)							
Swartzbaugh Mfg. Co., Toledo, Ohio							
Everhot—RA100.....	Table range.....	11x12	11x8½x12*	1-660, open.....	1-660, 1-330.....	Alum. bronze nickel trim	\$37.50
Everhot—RA200 with Utensils	Floor range.....	11x12	11x8½x12*	1-660, open.....	1-660, 1-330.....	Alum. bronze nickel trim	42.50
*Under hot plate.							

Refrigerators

Model and Trade Name	Control and Refrigerant	Compressor, Motor and Drive	Cabinet Dimensions and Food Chamber, Cu.Ft.	Ice Trays—Cubes	Finish Outside, Inside	Shipping Weight Lbs.	Retail Price
All-American Mohawk Co., North Tonawanda, N. Y.							
Mohawk							
4.....	Thermostat Methyl Chloride	1 V belt, 1 cylinder.....	46½x22x18½ in., 4 cu.ft.....		White lacquer, white porc.	376
5.....		1 V belt, 1 cylinder.....	53x24½x22½ in., 5.7 cu.ft.....		White lacquer, white porc.	444
10.....		1 V belt, 1 cylinder.....	56x27½x24 in., 6.4 cu.ft.....		White lacquer, white porc.	493
15.....		1 V belt, 1 cylinder.....	63½x30½x26 in., 9.8 cu.ft.....		White lacquer, white porc.	595
20.....		1 V belt, 1 cylinder.....	59½x34½x24 in., 8.1 cu.ft.....		White porcelain.....	649
25.....		1 V belt, 1 cylinder.....	66½x34½x24 in., 10.4 cu.ft.....		White porcelain.....	736
Apex Electrical Mfg. Co., Cleveland, Ohio—(See Adv. Pages 108 and 109)							
454S.....			59x22½x22½ in., 5.2 cu.ft.....		Ext. porcelain—Int. lacquer	350	\$159.50
454P.....			53½x23x26½ in., 5 cu.ft.....		All porcelain.....	320	185.00
504P.....			58x22½x26½ in., 5.2 cu.ft.....		All porcelain.....	390	230.00
JP6.....			56½x24x33½ in., 8 cu.ft.....		All porcelain.....	443	325.00
P8.....			62½x26½x36½ in., 11.6 cu.ft.....		All porcelain.....	570	450.00
P10.....			64½x24½x42½ in., 13 cu.ft.....		All porcelain.....	631	500.00
Automatic Refrigerator Corp., 221 No. La Salle St., Chicago, Ill.							
Automatic, A.....	Sulphur dioxide ½ hp.....		4 cu.ft.....	2-24.....	White porcelain.....		
Automatic, B.....	Sulphur dioxide ½ hp.....		6 cu.ft.....		White porcelain.....		
Coin-operated domestic refrigeration placed in the home for cost of installation only. A quarter provides 40 hours refrigeration in "A" model, 30 hours in "B".							
Bohn Refrigerator Co., St. Paul, Minn.							
BE4-7.....	Thermostat sulphur dioxide	Rotary, ½ hp, direct.....	25½x20½x49½ in., 4.0 cu.ft.....	3-30.....	Porcelain (white).....	335
BE6-10.....		Rotary, ½ hp, direct.....	25½x20½x58½ in., 6.0 cu.ft.....	3-63.....	Porcelain (white).....	377
BE8-13.....		Rotary, ½ hp, direct.....	34½x21½x59½ in., 8.0 cu.ft.....	4-84.....	Porcelain (white).....	473
BE10-18.....		Rotary, ½ hp, direct.....	37½x23½x62½ in., 10.0 cu.ft.....	5-105.....	Porcelain (white).....	655
BE16-22.....		Rotary, ½ hp, direct.....	40½x26½x70½ in., 16.0 cu.ft.....	5-105.....	Porcelain (white).....	655
Bryant Electric Refrigeration Corp., New Milford, Pa.							
LE45.....	Anhydrous.....				Enamel interior.....		\$200.00
LP45.....	Anhydrous.....				Porcelain interior.....		211.00
Copeland Sales Co., 332 Cass Ave., Mount Clemens, Mich.							
D661.....	Coldial Iso-Butane	1 cyl., ½ hp, v-belt.....	52½x34½x26½ in.....	3-108.....	White vitreous porcelain on Armco enamel iron	653	\$360.00
D901.....		1 cyl., ½ hp, v-belt.....	59½x34½x26½ in.....	4-162.....		600	430.00
E661.....		1 cyl., ½ hp, v-belt.....	52½x34½x26½ in.....	3-108.....		668	390.00
E901.....		1 cyl., ½ hp, v-belt.....	59½x34½x26½ in.....	4-162.....		668	460.00
E152.....		2 cyl., ½ hp, v-belt.....	59½x52½x26½ in.....	4-162.....	White enamel on steel.....	897	660.00
P551.....		1 cyl., ½ hp, v-belt.....	50x28½x26 in.....	3-108.....		442	260.00
P701.....		1 cyl., ½ hp, v-belt.....	56x28½x26 in.....	3-108.....		475	295.00
A411.....		1 cyl., ½ hp, v-belt.....	48x24½x23½ in.....	2-63.....		341
A521.....		1 cyl., ½ hp, v-belt.....	54x24½x23½ in.....	2-63.....	White enamel on steel.....	368
A551.....		1 cyl., ½ hp, v-belt.....	50x28½x26 in.....	3-108.....		413	230.00
A701.....		1 cyl., ½ hp, v-belt.....	56x28½x26 in.....	3-108.....		448	250.00
Devon Mfg Co., 11 Beacon St., Boston, Mass.							
11.....	Thermostat air.	1 cyl. reciprocating, ½ hp, belt	36x27x64½ in., 7 cu.ft.....	6-196.....	White enamel, gray lacquer { white enamel	715	\$380.00
14.....	Thermostat air.	1 cyl. reciprocating, ½ hp, belt	36x27x72½ in., 9 cu.ft.....	6-196.....		750	430.00

Model and Trade Name	Control and Refrigerant	Compressor, Motor and Drive	Cabinet Dimensions and Food Chamber, Cu.Ft.	Ice Trays—Cubes	Finish Outside, Inside	Shipping Weight Lbs.	Retail Price
Electro-Kold Corp., Spokane, Wash.							
Electro-Kold							
LP48.....	Thermostat sulphur dioxide	1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	25x20 $\frac{1}{2}$ x47 $\frac{1}{2}$ in., 4.75 cu.ft., 2 and 2 $\frac{1}{2}$ in.	2—36, 8.7 sq.ft....	Steel, lacquer, porcelain....	300	\$189.00
AP48.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	25x20 $\frac{1}{2}$ x47 $\frac{1}{2}$ in., 4.75 cu.ft., 2 and 2 $\frac{1}{2}$ in.	2—36, 8.7 sq.ft....	All porcelain.....	300	219.00
LP37.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	21 $\frac{1}{2}$ x19 $\frac{1}{2}$ x47 $\frac{1}{2}$ in., 3.8 cu.ft., 2 in.	2—24, 6.9 sq.ft....	Steel, lacquer, porcelain....	280	183.00
LP510.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	26 $\frac{1}{2}$ x21 $\frac{1}{2}$ x55 $\frac{1}{2}$ in., 6.43 cu.ft., 2 in.	3—54, 10.6 sq.ft....	Steel, lacquer, porcelain....	365	263.00
AP510.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	26 $\frac{1}{2}$ x21 $\frac{1}{2}$ x55 $\frac{1}{2}$ in., 6.43 cu.ft., 2 in.	3—54, 10.6 sq.ft....	All porcelain.....	375	273.00
LP611.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	31 $\frac{1}{2}$ x21 $\frac{1}{2}$ x51 $\frac{1}{2}$ in., 7.45 cu.ft., 2 in.	3—54, 10.2 sq.ft....	Steel, lacquer, porcelain....	400	292.00
AP611.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	31 $\frac{1}{2}$ x21 $\frac{1}{2}$ x51 $\frac{1}{2}$ in., 7 cu.ft., 2 in.	3—54, 10.2 sq.ft....	All porcelain.....	400	307.00
P6.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	35x24 $\frac{1}{2}$ x57 $\frac{1}{2}$ in., 8.59 cu.ft., 2 in.	3—54, 8.5 sq.ft....	Steel, porcelain, porcelain....	560	365.00
P8.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	36 $\frac{1}{2}$ x27 $\frac{1}{2}$ x62 $\frac{1}{2}$ in., 11.60 cu.ft., 2 in.	3—54, 14.9 sq.ft....	Steel, porcelain, porcelain....	575	405.00
P10.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	42 $\frac{1}{2}$ x24x64 $\frac{1}{2}$ in., 13.64 cu.ft., 3 in.	3—63, 17 sq.ft....	Steel, porcelain, porcelain....	625	458.00
P14.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	46 $\frac{1}{2}$ x27 $\frac{1}{2}$ x64 $\frac{1}{2}$ in., 19.55 cu.ft., 3 in.	3—63, 25.7 sq.ft....	Steel, porcelain, porcelain....	725	546.00
P16.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	49 $\frac{1}{2}$ x25 $\frac{1}{2}$ x65 $\frac{1}{2}$ in., 22.4 cu.ft., 3 in.	4—84, 19.9 sq.ft....	Steel, porcelain, porcelain....	830	677.00
P32.....		1 cyl., air-cooled, $\frac{1}{2}$ hp., v-belt	61 $\frac{1}{2}$ x29x70 $\frac{1}{2}$ in., 40.75 cu.ft., 3 in.	4—126, 41.4 sq.ft....	Steel, porcelain, porcelain....	1,250	920.00

Frigidaire Corporation, Dayton, Ohio

Household Models							
W18.....	Sulphur dioxide, low pressure	2 cyl., $\frac{1}{2}$ hp., v-belt.....	46 $\frac{1}{2}$ x28 $\frac{1}{2}$ x71 in., 18.3 cu.ft.....	6—144.....	White porcelain on steel...	670
W12.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	46 $\frac{1}{2}$ x28 $\frac{1}{2}$ x66 $\frac{1}{2}$ in., 13.1 cu.ft.....	4—96.....	White porcelain on steel...	824
W10.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	37 $\frac{1}{2}$ x28 $\frac{1}{2}$ x66 $\frac{1}{2}$ in., 10.3 cu.ft.....	3—72.....	White porcelain on steel...	699
W8.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	35 $\frac{1}{2}$ x28 $\frac{1}{2}$ x61 $\frac{1}{2}$ in., 8.1 cu.ft.....	3—72.....	White porcelain on steel...	655
W6.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	31 $\frac{1}{2}$ x24 $\frac{1}{2}$ x65 $\frac{1}{2}$ in., 6.6 cu.ft.....	3—63.....	White porcelain on steel...	569
W5.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	28 $\frac{1}{2}$ x24 $\frac{1}{2}$ x62 $\frac{1}{2}$ in., 5.2 cu.ft.....	3—63.....	White porcelain on steel...	528
W4.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	26 $\frac{1}{2}$ x23x54 $\frac{1}{2}$ in., 4.1 cu.ft.....	2—30.....	White porcelain on steel...	410
W3.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	24x19 $\frac{1}{2}$ x53 $\frac{1}{2}$ in., 3.2 cu.ft.....	2—30.....	White porcelain on steel...	349
Apartment House Models							
WM5.....	Sulphur dioxide, low pressure	Cabinet and coil only.....	28 $\frac{1}{2}$ x22 $\frac{1}{2}$ x62 $\frac{1}{2}$ in., 5.2 cu.ft.....	3—63.....	White porcelain on steel...	417
WM4.....		Cabinet and coil only.....	26 $\frac{1}{2}$ x21x54 $\frac{1}{2}$ in., 4.1 cu.ft.....	2—30.....	White porcelain on steel...	299
WM3.....		Cabinet and coil only.....	24x17 $\frac{1}{2}$ x53 $\frac{1}{2}$ in., 3.2 cu.ft.....	2—30.....	White porcelain on steel...	238
WA4.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	24x19 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 4 cu.ft.....	2—30.....	White porcelain on steel...	378
WAM4.....		Cabinet and coil only.....	24x17 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 4 cu.ft.....	2—30.....	White porcelain on steel...	236
WA3.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	26 $\frac{1}{2}$ x23 $\frac{1}{2}$ x37 $\frac{1}{2}$ in., 3 cu.ft.....	2—30.....	White porcelain on steel...	310
WAM3.....		Cabinet and coil only.....	26 $\frac{1}{2}$ x21 $\frac{1}{2}$ x37 $\frac{1}{2}$ in., 3 cu.ft.....	2—30.....	White porcelain on steel...	200
AHM5750.....		Cabinet and coil only.....	28 $\frac{1}{2}$ x22 $\frac{1}{2}$ x56 $\frac{1}{2}$ in., 5.2 cu.ft.....	3—63.....	White duco on steel.....	347
AHM4840.....		Cabinet and coil only.....	26 $\frac{1}{2}$ x21x48 in., 4.1 cu.ft.....	2—30.....	White duco on steel.....	247
AHM5340.....		Cabinet and coil only.....	24x17 $\frac{1}{2}$ x52 $\frac{1}{2}$ in., 4 cu.ft.....	2—30.....	White duco on steel.....	237
AHM4830.....		Cabinet and coil only.....	24x17 $\frac{1}{2}$ x47 $\frac{1}{2}$ in., 3.2 cu.ft.....	2—30.....	White duco on steel.....	219
AHM3330.....		Cabinet and coil only.....	24x17 $\frac{1}{2}$ x32 $\frac{1}{2}$ in., 3.2 cu.ft.....	2—30.....	White duco on steel.....	185

Note:—All apartment house models have an inside finish of white porcelain on steel.

General Electric Co., Hanna Bldg., Cleveland, Ohio—(See Advs. Pages 48, 49 and 107)

SS42.....	Thermostat sulphur dioxide	Hermetically sealed direct connected motor	24 $\frac{1}{2}$ x23 $\frac{1}{2}$ x63 $\frac{1}{2}$ in., 4.4 cu.ft....	2—48.....	Sanak on steel, porcelain....	200
SS62.....			28 $\frac{1}{2}$ x24 $\frac{1}{2}$ x66 $\frac{1}{2}$ in., 6.7 cu.ft....	4—96.....	Sanak on steel, porcelain....	315
PS6.....			28 $\frac{1}{2}$ x24 $\frac{1}{2}$ x65 $\frac{1}{2}$ in., 6.3 cu.ft....	4—96.....	Porcelain, porcelain.....	268
SS82.....			34 $\frac{1}{2}$ x28x67 $\frac{1}{2}$ in., 9 cu.ft....	4—104.....	Sanak on steel, porcelain....	435
SS100.....			44 $\frac{1}{2}$ x25 $\frac{1}{2}$ x65 $\frac{1}{2}$ in., 10.9 cu.ft....	4—104.....	Sanak on steel, porcelain....	500
PS95.....			42x27 $\frac{1}{2}$ x68 $\frac{1}{2}$ in., 11.3 cu.ft....	4—104.....	Porcelain, porcelain.....	508
SS140.....			54 $\frac{1}{2}$ x25 $\frac{1}{2}$ x66 $\frac{1}{2}$ in., 14.8 cu.ft....	4—104.....	Sanak on steel, porcelain....	602
PS13.....			48x27 $\frac{1}{2}$ x71 $\frac{1}{2}$ in., 13.6 cu.ft....	4—104.....	Porcelain, porcelain.....	599
SS180.....			64 $\frac{1}{2}$ x28 $\frac{1}{2}$ x68 $\frac{1}{2}$ in., 18.3 cu.ft....	4—104.....	Sanak on steel, porcelain....	900
PS17.....			61 $\frac{1}{2}$ x27 $\frac{1}{2}$ x71 $\frac{1}{2}$ in., 17.2 cu.ft....	4—104.....	Porcelain, porcelain.....	773
PS4-17.....			44x29 $\frac{1}{2}$ x81 $\frac{1}{2}$ in., 18 cu.ft....	4—104.....	Porcelain, porcelain.....	800
CS270.....			54 $\frac{1}{2}$ x33 $\frac{1}{2}$ x90 $\frac{1}{2}$ in., 27 cu.ft....	Porc. and lac., porcelain....	1,240
CS450.....			80x33 $\frac{1}{2}$ x92 $\frac{1}{2}$ in., 45 cu.ft....	Porc. and lac., porcelain....	1,850
CD600.....			80x39 $\frac{1}{2}$ x92 $\frac{1}{2}$ in., 58 cu.ft....	Porc. and lac., porcelain....	1,820
CS1202.....			133x48x92 $\frac{1}{2}$ in., 120 cu.ft....	Porc. and lac., porcelain....	3,200

Gibson Electric Refrigerator Corp., Greenville, Michigan

Gibson—LG40.....	Thermostat sulphur dioxide	2 cyl., $\frac{1}{2}$ hp., direct.....	24 $\frac{1}{2}$ x23x49 $\frac{1}{2}$ in.....	3—63.....	Steel, lacquer, porcelain....	382	\$187.50
LG55.....		2 cyl., $\frac{1}{2}$ hp., direct.....	29 $\frac{1}{2}$ x24x52 $\frac{1}{2}$ in.....	5—105.....	Steel, lacquer, porcelain....	420	255.22
LG73.....		2 cyl., $\frac{1}{2}$ hp., direct.....	35 $\frac{1}{2}$ x25x54 $\frac{1}{2}$ in.....	6—126.....	Steel, lacquer, porcelain....	510	333.50

Grigsby-Grunow Co., 5081 Dickens Ave., Chicago, Ill.

Majestic—140.....	Sulphur dioxide	Rotary.....	55 $\frac{1}{2}$ x23 $\frac{1}{2}$ x24 $\frac{1}{2}$ in., 4 cu.ft....	48.....	Pyroxalin lacquer, porc....
150.....	Sulphur dioxide	Rotary.....	55 $\frac{1}{2}$ x29 $\frac{1}{2}$ x28 in., 5 cu.ft....	84.....	Pyroxalin lacquer.....
170.....	Sulphur dioxide	Rotary.....	59x34 $\frac{1}{2}$ x28 in., 7 cu.ft....	84.....	Pyroxalin lacquer.....

Iceberg Mfg. Co., Gardner, Mass.

Ice-Berg							
LPL31.....	Thermostat Meth. chloride	1 cyl., belt.....	25 $\frac{1}{2}$ x22 $\frac{1}{2}$ x58 in., 4 cu.ft....	2—56.....	Porcelain, white lacquer...	390	\$189.50
LPL41.....		1 cyl., belt.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 5 cu.ft....	2—56.....	Porcelain, white lacquer...	430	205.00
LPL61.....		1 cyl., belt.....	32x25x58 in., 7 cu.ft....	3—84.....	Porcelain, white lacquer...	475	250.00
PL32.....		1 cyl., belt.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 5 cu.ft....	2—56.....	Porcelain, porcelain.....	430	250.00
LPL61-2.....		1 cyl., belt.....	32x25x58 in., 7 cu.ft....	3—84.....	Porcelain, white lacquer...	475	275.00
PL43.....		1 cyl., belt.....	32x25x58 in., 7 cu.ft....	3—84.....	Porcelain, porcelain.....	475	315.00
PL43-2.....		1 cyl., belt.....	37 $\frac{1}{2}$ x23 $\frac{1}{2}$ x64 $\frac{1}{2}$ in., 7 cu.ft....	3—84.....	Porcelain, porcelain.....	525	350.00
DX51.....		1 cyl., belt.....	35x24 $\frac{1}{2}$ x57 $\frac{1}{2}$ in., 6 cu.ft....	3—84.....	Porcelain, porcelain.....	510	375.00
DX62.....		1 cyl., belt.....	36 $\frac{1}{2}$ x27 $\frac{1}{2}$ x62 $\frac{1}{2}$ in., 8 cu.ft....	3—84.....	Porcelain, porcelain.....	590	450.00
DX73.....		1 cyl., belt.....	42 $\frac{1}{2}$ x25 $\frac{1}{2}$ x64 $\frac{1}{2}$ in., 10 cu.ft....	3—84.....	Porcelain, porcelain.....	680	515.00
DX95.....		1 cyl., belt.....	46 $\frac{1}{2}$ x27 $\frac{1}{2}$ x69 $\frac{1}{2}$ in., 14 cu.ft....	3—84.....	Porcelain, porcelain.....	810	575.00
250.....		1 cyl., belt.....	62x26x66 in., 24 cu.ft....	Porcelain, porcelain.....	1,150	650.00

Illinois Moulding Co., 2411 W. 23rd St., Chicago, Ill.

King Kold—IE4.....	$\frac{1}{2}$ hp., Delco.....	2 trays 30 cubes.....	Enamelized steel.....	\$149.50
14.....		2 trays 30 cubes.....	Enamelized steel.....	159.50
15.....		3 trays 45 cubes.....	Enamelized steel.....	172.50
IT5.....		3 trays 45 cubes.....	Enamelized steel.....	189.50

Kelvinator Corporation, Detroit, Mich.—(See Adv. Back Cover)

Kelvinator							
S4.....	Thermostat Sulphur dioxi.	1 cyl., $\frac{1}{2}$ hp., v-belt.....	25 $\frac{1}{2}$ x23x48 $\frac{1}{2}$ in., 4 cu.ft....	2—42.....	Gray porc., white porc....
S5.....		1 cyl., $\frac{1}{2}$ hp., v-belt.....	25 $\frac{1}{2}$ x23x54 $\frac{1}{2}$ in., 5 cu.ft....	2—42.....	Gray porc., white porc....
S7.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	31 $\frac{1}{2}$ x26 $\frac{1}{2}$ x54 $\frac{1}{2}$ in., 7 cu.ft....	3—108.....	Gray porc., white porc....
S9.....		1 cyl., $\frac{1}{2}$ hp., v-belt.....	34 $\frac{1}{2}$ x27 $\frac{1}{2}$ x60 $\frac{1}{2}$ in., 9.2 cu.ft....	3—108.....	Gray porc., white porc....
D6.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	34 $\frac{1}{2}$ x27 $\frac{1}{2}$ x53 $\frac{1}{2}$ in., 6.25 cu.ft....	4—108.....	White porc., white porc....
D-6-S.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	34 $\frac{1}{2}$ x27 $\frac{1}{2}$ x53 $\frac{1}{2}$ in., 6.25 cu.ft....	4—108.....	White porc., white porc....
D8.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	34 $\frac{1}{2}$ x27 $\frac{1}{2}$ x60 $\frac{1}{2}$ in., 8.1 cu.ft....	5—135.....	White porc., white porc....
D11.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	47 $\frac{1}{2}$ x28 $\frac{1}{2}$ x62 $\frac{1}{2}$ in., 11.2 cu.ft....	7—189.....	White porc., white porc....
D14.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	47 $\frac{1}{2}$ x28 $\frac{1}{2}$ x69 $\frac{1}{2}$ in., 14.15 cu.ft....	7—189.....	White porc., white porc....
D22.....		2 cyl., $\frac{1}{2}$ hp., v-belt.....	67 $\frac{1}{2}$ x28 $\frac{1}{2}$ x69 $\frac{1}{2}$ in., 22 cu.ft....	9—243.....	White porc., white porc....
Yukon—5.....		1 cyl., $\frac{1}{2}$ hp., v-belt.....	25 $\frac{1}{2}$ x23 $\frac{1}{2}$ x50 in., 5 cu.ft....	2—42.....	White lacquer, white porc....
Yukon—7.....		1 cyl., $\frac{1}{2}$ hp., v-belt.....	31 $\frac{1}{2}$ x25 $\frac{1}{2}$ x53 $\frac{1}{2}$ in., 7 cu.ft....	3—81.....	White lacquer, white porc....

Refrigerators—Continued

Appliance

Model and Trade Name	Control and Refrigerant	Compressor, Motor and Drive	Cabinet Dimensions and Food Chamber, Cu.Ft.	Ice Trays—Cubes	Finish Outside, Inside	Shipping Weight Lbs.	Retail Price	
Keokuk Refrigerating Co., Keokuk, Iowa								
Keokuk								
LP12-4.....	Adjustable thermostat, sulphur dioxide	Reciprocating, $\frac{1}{2}$ hp., direct..	25 $\frac{1}{2}$ x22 $\frac{1}{2}$ x58 in., 4.2 cu.ft.....	2-30.....	Lacquer, porcelain.....	
LP12-5.....		Reciprocating, $\frac{1}{2}$ hp., direct..	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 5.1 cu.ft.....	2-30.....	Lacquer, porcelain.....	
LP12-7.....		Reciprocating, $\frac{1}{2}$ hp., direct..	32x25x58 in., 7 cu.ft.....	3-45.....	Lacquer, porcelain.....	
P14-4.....		Reciprocating, $\frac{1}{2}$ hp., direct..	25 $\frac{1}{2}$ x22 $\frac{1}{2}$ x58 in., 4.2 cu.ft.....	2-30.....	Porcelain, porcelain.....	
P14-5.....		Reciprocating, $\frac{1}{2}$ hp., direct..	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 5.1 cu.ft.....	2-30.....	Porcelain, porcelain.....	
P14-7.....		Reciprocating, $\frac{1}{2}$ hp., direct..	32x25x58 in., 7 cu.ft.....	3-45.....	Porcelain, porcelain.....	
E Compressor.....		Reciprocating, $\frac{1}{2}$ hp., gear....	Machine only, 200 lb. melting ice per 24 hours.....	
H Compressor.....		Reciprocating, $\frac{1}{2}$ hp., gear....	290 lb. melting ice per 24 hours.....	
B $\frac{1}{2}$ HP. Compressor.....	Adjustable temperature or pressure SO ₂	Recip., $\frac{1}{2}$ hp., multiple v-belt	600 lb. melting ice per 24 hours.....	
B $\frac{1}{2}$ HP. Compressor.....		Recip., $\frac{1}{2}$ hp., multiple v-belt	750 lb. melting ice per 24 hours.....	
B 1 HP. Compressor.....		Recip., 1 hp., multiple v-belt	1,000 lb. melting ice per 24 hrs.....	
B 1 $\frac{1}{2}$ HP. Compressor.....		Recip., 1 $\frac{1}{2}$ hp., multiple v-belt	1,500 lb. melting ice per 24 hrs.....	
Leonard Refrigerator Co., 14260 Plymouth Road, Detroit, Mich.								
L5, 11861.....	Thermostat sulphur dioxide	50 $\frac{3}{8}$ x26 $\frac{1}{2}$ x24 $\frac{1}{8}$ in., 5.15 cu.ft.....	2-42.....	White lacquer, white porc.....	
L7, 12613.....		53 $\frac{1}{2}$ x31 $\frac{1}{8}$ x25 $\frac{1}{2}$ in., 7.63 cu.ft....	3-81.....	White lacquer, white porc.....	
Right and left hand doors available.								
Maine Mfg. Co., Nashua, N. H.								
White Mountain								
Five models domestic refrigeration from 4.5 to 11.00 cubic feet capacity. Porcelain on steel finish.								
Mayflower-Trupar Mfg. Co., 140 Davis Ave., Dayton, Ohio								
F31.....	Thermostat, sulphur diox.	2 cyl., hp.....	24x19 $\frac{1}{2}$ x48 in.....	2-56.....	Lacquer, porcelain.....	320	
F41.....		2 cyl., hp.....	26x20x48 $\frac{1}{2}$ in.....	2-56.....	Lacquer, porcelain.....	340	
F51.....		2 cyl., hp.....	26 $\frac{1}{2}$ x23x56 $\frac{1}{2}$ in.....	3-84.....	Lacquer, porcelain.....	400	
F52.....		2 cyl., hp.....	26 $\frac{1}{2}$ x23x56 $\frac{1}{2}$ in.....	3-84.....	Porcelain, porcelain.....	420	
F61.....		2 cyl., hp.....	30 $\frac{1}{2}$ x24 $\frac{1}{2}$ x59 $\frac{1}{2}$ in.....	4-112.....	Lacquer, porcelain.....	495	
F62.....		2 cyl., hp., belt.....	30 $\frac{1}{2}$ x24 $\frac{1}{2}$ x59 $\frac{1}{2}$ in.....	4-112.....	Porcelain, porcelain.....	525	
F72.....		2 cyl., hp., belt.....	35 $\frac{1}{2}$ x25x61 in.....	4-112.....	Porcelain, porcelain.....	575	
F82.....		2 cyl., hp., belt.....	35 $\frac{1}{2}$ x25x65 in.....	4-112.....	Porcelain, porcelain.....	650	
Merchant & Evans Co., Philadelphia, Pa.								
M. & E.—5P/E.....	Thermostat sulphur dioxide	1 cyl., hp.....	25 $\frac{1}{2}$ x22 $\frac{1}{2}$ x58 in.....	2-56.....	Porcelain.....	410	\$215.00	
6P/E.....		1 cyl., hp.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in.....	2-56.....	Porcelain.....	430	245.00	
6P/P.....		1 cyl., hp.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in.....	2-56.....	Porcelain, porcelain.....	500	270.00	
7P/E.....		1 cyl., hp.....	32x25x58 in.....	3-84.....	Permalac, porcelain.....	510	275.00	
7P/P.....		1 cyl., hp.....	32x25x58 in.....	3-84.....	Porcelain, porcelain.....	560	300.00	
5P/E.....		1 cyl., hp.....	25 $\frac{1}{2}$ x22 $\frac{1}{2}$ x58 in.....	2-56.....	Permalac, porcelain.....	410	215.00	
6P/E.....		1 cyl., hp.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in.....	2-56.....	Permalac, porcelain.....	430	245.00	
6P/P.....		1 cyl., hp.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x58 $\frac{1}{2}$ in.....	2-56.....	Porcelain, porcelain.....	500	270.00	
7P/E.....		1 cyl., hp.....	32x25x58 in.....	3-84.....	Permalac, porcelain.....	510	275.00	
7P/P.....		1 cyl., hp.....	32x25x58 in.....	3-84.....	Porcelain, porcelain.....	560	300.00	
Narragansett Machine Co., Pawtucket, R. I.								
LPH40—Chilrite..	Pressurestat sulphur dioxide	Direct drive.....	24 $\frac{1}{2}$ x20 $\frac{1}{2}$ x55 $\frac{1}{2}$ in.....	2-10.....	Lacquer, porcelain.....	550	
P500.....		Direct drive.....	26 $\frac{1}{2}$ x21 $\frac{1}{2}$ x57 $\frac{1}{2}$ in.....	2-15.....	Porcelain, porcelain.....	620	
P550.....		Direct drive.....	32x22 $\frac{1}{2}$ x59 $\frac{1}{2}$ in.....	1-28, deep tray..	Porcelain, porcelain.....	700	
P70.....		Direct drive.....	35x23 $\frac{1}{2}$ x63 $\frac{1}{2}$ in.....	2-28, deep tray..	Porcelain, porcelain.....	850	
P90.....		Direct drive.....	35 $\frac{1}{2}$ x23 $\frac{1}{2}$ x70 $\frac{1}{2}$ in.....	2-28, deep tray..	Porcelain, porcelain.....	920	
Norge Corp., 670 East Woodbridge St., Detroit, Mich.—(See Adv. Page 121)								
51*.....	SO ₂	Rotary.....	24 $\frac{1}{2}$ x22 $\frac{1}{2}$ x52 $\frac{1}{2}$ in., 5.13 cu.ft.....	3-54.....	Enamel.....	322	
51WO*.....	SO ₂	Rotary.....	24 $\frac{1}{2}$ x22 $\frac{1}{2}$ x47 $\frac{1}{2}$ in., 5.13 cu.ft.....	3-54.....	Enamel.....	308	
51S.....	SO ₂	Rotary.....	47 $\frac{1}{2}$ x22 $\frac{1}{2}$ x33 $\frac{1}{2}$ in., 5.13 cu.ft.....	3-54.....	Enamel.....	349	
51P*.....	SO ₂	Rotary.....	24 $\frac{1}{2}$ x22 $\frac{1}{2}$ x52 $\frac{1}{2}$ in., 5.13 cu.ft.....	3-54.....	Porcelain.....	335	
61*.....	SO ₂	Rotary.....	27 $\frac{1}{2}$ x23 $\frac{1}{2}$ x59 $\frac{1}{2}$ in., 6.30 cu.ft.....	4-84.....	Enamel.....	385	
61P*.....	SO ₂	Rotary.....	27 $\frac{1}{2}$ x23 $\frac{1}{2}$ x59 $\frac{1}{2}$ in., 6.30 cu.ft.....	4-84.....	Porcelain.....	408	
71P*.....	SO ₂	Rotary.....	32 $\frac{1}{2}$ x25 $\frac{1}{2}$ x64 $\frac{1}{2}$ in., 7.53 cu.ft.....	4-84.....	Porcelain.....	480	
All Norge models are Porcelain lined. *These models can be shipped with either right or left hand doors.								
S This is special apartment house model. Machine compartment fits under sink at base of cabinet.								
Servel Sales, Inc., Evansville, Ind.—(See Adv. Pages 26-153)								
SE3.....	Thermostat methyl chlor.	1 cyl., $\frac{1}{2}$ hp., direct.....	21 $\frac{1}{2}$ x21 $\frac{1}{2}$ x3 $\frac{1}{2}$ in., 3 cu.ft.....	2-42.....	Special application, lac. on steel, porcelain	
SE4.....		1 cyl., $\frac{1}{2}$ hp., direct.....	23 $\frac{1}{2}$ x23 $\frac{1}{2}$ x52 $\frac{1}{2}$ in., 4 cu.ft.....	2-42.....		
SE5.....		1 cyl., $\frac{1}{2}$ hp., direct.....	25 $\frac{1}{2}$ x24 $\frac{1}{2}$ x55 $\frac{1}{2}$ in., 5 cu.ft.....	3-63.....		
Above are all Self-Contained Hermetically sealed type.								
The Starr Co., Richmond, Ind.								
Style W—Wabash.....	Thermostat sulphur diox.	1 and 2 cyl., reciprocating, belt drive, $\frac{1}{2}$ hp. and up	24 $\frac{1}{2}$ x19 $\frac{1}{2}$ x55 $\frac{1}{2}$ in.....	3-84.....	Porcelain, enamel.....	368	\$195.00	
Style M—Miami.....				31 $\frac{1}{2}$ x23 $\frac{1}{2}$ x57 $\frac{1}{2}$ in.....	4-112.....	Vit. porc. on special order	464	225.00
Style O—Oxford.....				31 $\frac{1}{2}$ x23 $\frac{1}{2}$ x57 $\frac{1}{2}$ in.....	4-112.....	Vit. porc. on special order	474	235.00
Tennessee Furniture Corp., Chattanooga, Tenn.								
Cavalier—110.....	Thermostat SO ₂	Direct, rotary.....	24 $\frac{1}{2}$ x20 $\frac{1}{2}$ x51 in., 4 cu.ft.....	3-30.....	White lacquer.....	
120.....		Direct, rotary.....	26x20 $\frac{1}{2}$ x58 in., 5 cu.ft.....	3-30.....	White lacquer.....	
130.....		Direct, rotary.....	28 $\frac{1}{2}$ x22 $\frac{1}{2}$ x59 in., 6 cu.ft.....	3-63.....	White lacquer.....	
160.....		Direct, rotary.....	28 $\frac{1}{2}$ x22 $\frac{1}{2}$ x59 in., 6 cu.ft.....	3-63.....	
170.....		Direct, rotary.....	30 $\frac{1}{2}$ x23 $\frac{1}{2}$ x61 in., 7 cu.ft.....	4-84.....	White and gray or green and ivory porcelain.....	
180.....		Direct, rotary.....	33 $\frac{1}{2}$ x23 $\frac{1}{2}$ x61 in., 8 cu.ft.....	5-105.....		
190.....		Direct, rotary.....	36 $\frac{1}{2}$ x24 $\frac{1}{2}$ x63 in., 10 cu.ft.....	5-105.....		
Universal Cooler Corp., 18th and Howard St., Detroit, Mich.								
LP4.....	Thermostat, methyl chlor.	1 cyl., $\frac{1}{2}$ hp., belt.....	25x21x55 in., 4.3 cu.ft.....	2-56.....	Porcelain, lacquer.....	350	
LP5.....		1 cyl., $\frac{1}{2}$ hp., belt.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x57 in., 5.3 cu.ft.....	2-56.....	Porcelain, lacquer.....	410	
LP6.....		1 cyl., $\frac{1}{2}$ hp., belt.....	32x22x58 in., 6 cu.ft.....	3-84.....	Porcelain, lacquer.....	500	
LP7.....		1 cyl., $\frac{1}{2}$ hp., belt.....	36 $\frac{1}{2}$ x23 $\frac{1}{2}$ x62 in., 7.4 cu.ft.....	3-84.....	Porcelain, lacquer.....	585	
P5.....		1 cyl., hp., belt.....	28 $\frac{1}{2}$ x23 $\frac{1}{2}$ x57 in., 5.3 cu.ft.....	2-56.....	All porcelain.....	455	
P6.....		1 cyl., hp., belt.....	32 $\frac{1}{2}$ x25x58 in., 6 cu.ft.....	3-84.....	All porcelain.....	545	
P7.....		1 cyl., $\frac{1}{2}$ hp., belt.....	36 $\frac{1}{2}$ x22 $\frac{1}{2}$ x62 in., 7.4 cu.ft.....	3-84.....	All porcelain.....	630	
Welsbach Co., Gloucester, N. J.								
Hydreelectric								
C1040.....	Thermostat, ethyl chloride	Double acting, $\frac{1}{2}$ hp.....	24x22 $\frac{1}{2}$ x55 $\frac{1}{2}$ in., 4 cu.ft.....	2-21.....	{ White lacquer on steel, white porcelain white porcelain White porc., white porc.... White porc., on steel, white porc., on steel.....	\$210.00	
C2060.....		Double acting, $\frac{1}{2}$ hp.....	27 $\frac{1}{2}$ x23 $\frac{1}{2}$ x57 $\frac{1}{2}$ in., 6 cu.ft.....	3-21.....		330.00	
P2070.....		Double acting, $\frac{1}{2}$ hp.....	35 $\frac{1}{2}$ x24 $\frac{1}{2}$ x58 $\frac{1}{2}$ in., 7 cu.ft.....	4-21.....		395.00	
P2010.....		Double acting, $\frac{1}{2}$ hp.....	37x27x62 $\frac{1}{2}$ in., 10 cu.ft.....	4-21.....		460.00	
The Welsbach Company also manufactures a complete line of standard type electric refrigerators, and commercial refrigerating systems up to $\frac{1}{2}$ ton rating.								

Model and Trade Name	Control and Refrigerant	Compressor, Motor and Drive	Cabinet Dimensions and Food Chamber, Cu.Ft.	Ice Trays—Cubes	Finish Outside, Inside	Shipping Weight Lbs.	Retail Price		
Westinghouse Electric & Mfg. Co., Mansfield, Ohio.—(See Adv. Pages 22-3)									
Standard Line									
WL45.....	Thermostat, sulphur dioxide	Westinghouse split phase induction direct.....	24x20½x55½ in., 4.27 cu.ft.....	54.....	Lacquer, porcelain.....	\$180.00		
WL73.....			31½x22x59½ in., 7.28 cu.ft.....	96.....	Lacquer, porcelain.....	240.00		
WL90.....			38½x22x59½ in., 8.98 cu.ft.....	96.....	Lacquer, porcelain.....	340.00		
DeLuxe Line									
DWL55.....			29½x27x60 in., 6.06 cu.ft.....	72.....	Lacquer, porcelain.....	270.00		
DWP55.....			29½x27x60 in., 6.06 cu.ft.....	72.....	All porcelain.....	295.00		
DWL75.....			39½x27x60 in., 8.27 cu.ft.....	72.....	Lacquer, porcelain.....	350.00		
DWP75.....			39½x27x60 in., 8.27 cu.ft.....	72.....	All porcelain.....	375.00		
DWL100.....			41½x27x60 in., 10.83 cu.ft.....	144.....	Lacquer, porcelain.....	445.00		
DWP100.....			41½x27x60 in., 10.83 cu.ft.....	144.....	All porcelain.....	470.00		
DWL130.....			50½x27x60 in., 13.46 cu.ft.....	144.....	Lacquer, porcelain.....	550.00		
DWL130.....			50½x27x60 in., 13.46 cu.ft.....	144.....	All porcelain.....	575.00		
DWL180.....			50½x27x75½ in., 18.73 cu.ft.....	144.....	Lacquer, porcelain.....	650.00		
DWL180.....			50½x27x75½ in., 18.73 cu.ft.....	144.....	All porcelain.....	700.00		
Refrigerating unit—Hermetically sealed. Prices are subject to change without notice.									
Whitehead Refrigeration Co., 3730 Woodward Ave., Detroit, Mich.									
Whitehead—J55.....	Thermostat, meth. chloride	1 cyl., ½ hp.....	24½x20½x50 in., 5.5 cu.ft.....	4—48.....	Porcelain, lacquer.....	210	\$150.00		
J64.....			26½x20½x57½ in., 6.4 cu.ft.....	4—48.....	Porcelain, lacquer.....	230	160.00		
J70.....			26½x22½x57½ in.....	8—96.....	Porcelain, lacquer.....	260	170.00		
All cabinets porcelain lined; lacquer exterior.									
William-Oil-O-Matic Heating Corp., Bloomington, Ill.									
Ice-O-Matic.....	Methyl chloride	Reciprocating, ½ to 1½ hp.....	4 to 19 cu.ft.....	4—17.....	Porcelain, lacquer.....	470 to 1,100	*\$175.00 up		
*F.o.b.									

Tea Pots

Trade Name, Model and Type	Capacity, Design and Finish	Retail Price	Trade Name, Model and Type	Capacity, Design and Finish	Retail Price
Edison General Electric Appliance Co., 5600 West Taylor Street, Chicago, Ill.					
20801, Tea Kettle.....		\$13.50	Robinson Rochester Corp.—Continued		
Landers, Frary & Clark, New Britain, Conn.			11028, Oriental Panel.....	Nickel plated.....	25.00
<i>Universal</i>			11039, Buckingham.....	Nickel plated.....	22.75
E7046, Tea Ball Tea Pot.....	6-cup, Colonial, chromium.....	\$12.50	11059, Princeton.....	Nickel plated.....	27.50
E906, Tea Ball Tea Pot.....	6-cup, Mission, nickel.....	10.75	11079, Louis XIV.....	Nickel plated.....	33.25
E7346, Samovar.....	6-cup, Colonial, chromium.....	14.75	11228, Ambassador.....	Nickel plated.....	19.50
E936, Samovar.....	6-cup, Mission, nickel.....	12.50	11198, Roycroft.....	Nickel plated.....	19.50
E974N, Hot Water Kettle.....	3-pint, nickel.....	15.00	21820, Golden Pheasant.....	5-cup, Royalite Ov-China, chrome	6.00
E771, Hot Water Kettle.....	2½-pint, chromium.....	15.00	21840, Red Poppy.....	5-cup, Royalite Ov-China, chrome	5.00
E975N, Hot Water Kettle.....	2½-pint, nickel.....	12.50	21900, Mercer Bird.....	5-cup, Royalite Ov-China, chrome	*3.95
E976N, Hot Water Kettle.....	2½-pint, nickel.....	9.50	21911, Bell and Flower.....	5-cup, Royalite Ov-China, chrome	*3.95
E9724N, Tilting Hot Water Kettle.....	2½-pint, nickel.....	16.50	21931, Orange Flower.....	5-cup, Royalite Ov-China, chrome	*3.95
Manning, Bowman & Co., Meriden, Conn.			21941, Red Flower.....	5-cup, Royalite Ov-China, chrome	*3.95
<i>Manning-Bowman</i>			21600, Floral and Ivory.....	5-cup, Royalite Ov-China, nickel	*2.95
150-6, Automatic French Drip.....	6-cup, aluminum.....	\$13.95	21610, Floral and Green.....	5-cup, Royalite Ov-China, nickel	*2.95
K252-6, Automatic French Drip.....	6-cup, aluminum.....	20.00	21520, Modernistic.....	5-cup, Royalite Ov-China, nickel	*3.50
B251-6, Automatic French Drip.....	6-cup, brass.....	20.00	21530, Fawn and Rose.....	5-cup, Royalite Ov-China, nickel	*3.50
C251-6, Automatic French Drip.....	6-cup, copper.....	20.00	21620, Royal Bouquet.....	5-cup, Royalite Ov-China, nickel	*3.50
253-6, Automatic French Drip.....	6-cup, pewter.....	25.00	21570, Golden Pheasant.....	5-cup, Royalite Ov-China, nickel	*3.50
(Elements: Chromel A, Nichrome V)			21590, Normandy.....	5-cup, Royalite Ov-China, nickel	*3.50
Robeson Rochester Corp., Rochester, N. Y.			21701, Orange and Pearl.....	5-cup, Royalite Ov-China, silver plated cover.....	*3.50
<i>Tea Sets</i>			*Suggested retail price.		
11009, Loving Cup.....	Nickel plated.....	\$31.75	West Bend Aluminum Co., West Bend, Wis.		
11067, Early American.....	Nickel plated.....	23.25	3503E, DeLuxe Electric Tea Kettle.....	Price (Eastern).....	\$6.50
11018, Colonial.....	Nickel plated.....	27.75	5 pints.....	Price (Pacific Coast).....	7.00
11128, Majestic.....	Nickel plated.....	26.75	3503E, DeLuxe Electric Tea Kettle.....	Price (Eastern).....	8.00
11029, Oriental.....	Nickel plated.....	25.50	10 Pints.....	Price (Pacific Coast).....	8.50

Toasters

Trade Name Model	Type	Rating	Retail Price	Trade Name Model	Type	Rating	Retail Price
All-Rite Co., Rushville, Ind.							
<i>Hostess</i>							
Sandwich.....	2-slice, simultaneous.....	400 watts.....	\$10.00	Bersted Manufacturing Company, 5201 West 65th Street, Chicago, Ill.			
Sandwich.....	1-slice decorated china.....	400 watts.....	12.50	<i>Sandwich Toaster</i>			
American Gas Machine Co. Inc., Albert Lea, Minn.—(See Adv. Page 132)				300.....	Chrome finish.....		\$9.00
70, Sandwich Toaster with Waffle Grids.....	2-slices.....	660 watts.....	\$17.50	<i>Toasters</i>			
Armstrong Appliance Corp., Huntington, W. Va.				76.....	1-slice automatic.....	Chrome finish.....	11.00
Automatic.....	Nickel finish, black handles... Chrome.....	400 watts.....	\$12.50 13.85	78.....	2-slice automatic.....	Chrome finish.....	15.00
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.—(See Adv. Page 16)				74.....	Turn over.....	Chrome finish.....	6.00
<i>Torrid</i>				80.....		Chrome finish.....	4.25
T4090, Automatic.....	1-slice, fully automatic, chrom.	660 watts.....	\$9.75	79.....		Chrome finish.....	8.00
T5090, Combination.....	Flat oven type takes 2 slices of bread or 2 sandwiches (with-out tray), chromium.....	550 watts.....	9.95	Betsy Ross Elec. Prod. Company, Johnson City, N. Y.			
T6090, Combination.....	Flat oven type takes 2 slices of bread or 2 sandwiches (with tray), chromium.....	550 watts.....	11.45	<i>Betsy Ross</i>			
T0590, Pusho-matic.....	2-slice, semi-automatic reversible with push button mechanism, chromium.....	600 watts.....	5.45	1301W.....	2-slice reversible.....	Feed, three-switch plug	\$4.95
T0190, Reversible.....	2-slice, reversible, chromium...	600 watts.....	4.45	1311W.....	2-slice reversible.....	Detach. plug, colored handles, assorted....	3.95
T1590, Toaster Tray.....	2-slice, reversible, chromium...	600 watts.....	5.95	1331W.....	2-slice reversible.....	Bulk, less cord.....	1.75
(Nichrome Elements)				720BL, Sandwich.....		Bulk, with cord.....	1.90
				720BW, Sandwich.....		Individual, less cord...	2.45
				720IL, Sandwich.....		Individual, with cord...	2.00
				7201W, Sandwich.....			2.55
				(Elements: Nichrome, Nichrome IV)			
				Chicago Electric Manufacturing Company, 2801 South Halsted St., Chicago, Ill.			
				<i>Handyhot</i>			
				Tudor, AE15.....	2-slice standard.....	500 watts.....	\$1.35
				Tudor, AE18.....	2-slice standard.....	500 watts.....	1.30
				Tudor, AE24.....	2-slice standard.....	500 watts.....	1.10
				<i>Modernistic</i>			
				AE30.....	2-slice standard.....	500 watts.....	1.56
				AE31.....	2-slice standard.....	500 watts.....	1.56
				AE34.....	2-slice standard.....	500 watts.....	1.56

Toasters—Continued

Appliance

Trade Name Model	Type	Rating	Retail Price
Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.			
<i>Sunbeam</i>			
B340.....	Horizontal, 2-slice turnover, 6½x11½x4 in.	Chrome.....	\$8.00
A170.....	Horizontal, 2-slice turnover with grill.	Chrome.....	11.50
B5, Toast Witch.....	2-slice, 10½x7 in.	Chrome.....	17.50
(Elements: Nichrome, Nichrome IV, Tophet)			
Coleman Lamp & Stove Co., Wichita, Kansas			
<i>Treasure Chest</i>			
1.....	2-slice.....		\$9.50
2, Automatic.....	2-slice.....		
Dominion Electrical Mfg. Co., 712-722 Ontario Ave., W., Minneapolis, Minn.			
<i>Domino</i>			
48, Trn-O-Tostr....	2-slice flop-over, nickel.....	Detachable cord.....	\$3.50
48, Trn-O-Tostr....	2-slice flop-over, chrome.....	Detachable cord.....	4.50
510, Modern-Mode Sandwich Queen	Chrome..... (2 waffle grids \$2.50)	660 watts.....	13.50
146, Dominion....	Commercial sandwich queen....	660 watts.....	19.50
200, Justrite....	2-slice, nickel.....	Cord attached.....	1.17
201, Justrite....	2-slice, nickel.....	Cord attached.....	1.42
43, Justrite....	2-slice, chrome.....	Cord attached.....	1.84
47, Aristocrat....	2-slice flop-over chromium....	Detach. cord colored handles.....	5.00
46, Sandwich....	10½x5½ in., nickel.....	660 watts.....	12.50
Queen.....	Chromium plated.....		13.50
45, Toast-O-Matic Automatic.....	1-slice on both sides, chrom. plated.....	550 watts.....	10.00
Double Action Mfg. Corp., Grand Rapids, Mich.			
<i>Double Action</i>			
100.....	2-slice, double-action, toasts two sides at once.....	110-120 volts..... West of Rockies	\$9.50 10.00
450.....	2-slice automatic, two sides at once.....	Chrome..... Nickel..... West of Rockies, .50 extra.	12.95 12.45
200.....	2-slice double-action, two sides at once.....	200-220, 220-250 volts..... West of Rockies	9.50 10.00
375.....	2-slice, two sides at once.....	110-120 volts..... West of Rockies	5.85 6.25
(Element: Chromel A or Nichrome IV)			
Dowd-Rogers Company, Inc., 95 Madison Ave., New York, N. Y.			
	2-slice reversible.....	400 watts.....	\$12.00
(Element: Chromel A, C, Solar, Tophet)			
Eagle Electric Mfg. Co., Inc., Brooklyn, N. Y.			
<i>Eagle</i>			
345.....	Horizontal, reversible.....		\$5.50
346.....	Household.....		1.70
Edison General Electric Appliance Co., (See Adv. Page 141-107)			
5600 West Taylor Street, Chicago, Ill.			
115-T-17, DeLuxe	Nickel.....		\$8.00
119-T-17, DeLuxe	Chromoplate.....		8.50
157-T-23, Radio..	Toggle, nickel.....		6.50
159-T-23, Radio..	Toggle, chromoplate.....		7.50
116-T-24, Trianon.....			5.00
156-T-25, Riviera			3.95
Thomas A. Edison Inc., Orange, N. J.			
<i>Edicraft</i>			
.....	2-slice automatic, nickel.....	660 watts.....	\$13.95
Sandwich Grill..	Chromium..... Deep grill plate, chrom. plated	600, watts, automatic.. 660 watts.....	14.75 17.95
Electro Mfg. Co. of America, 32nd and Arch Sts., Philadelphia, Pa.			
Electro.....	2-slice.....	Automatic.....	\$11.75
Estate Stove Co., Hamilton, Ohio			
177.....	4-slice, reversible.....	Feed-through	8.95
Eureka Tool & Machine Co., 42 Walnut St., Newark, N. J.			
<i>Eureka</i>			
Time Switch.....	2-slice.....	32 and 110 v. for 32 and 110 v. circuits	\$2.95 9.50
Everyday Elec. Co., Marion Electric Div., Marion, Ind.			
<i>Everyday</i>			
120.....	Cord and standard plug.....	600 watts.....	\$3.25
120.....	Less cord.....	600 watts.....	2.75
109.....	Sandwich.....	550 watts.....	2.50
109A, DeLuxe....	Sandwich.....	550 watts.....	3.50
Fitzgerald Manufacturing Company, Torrington, Conn.			
<i>Star-Rite</i>			
526.....	2-slice reversible, nickel.....		\$3.75
526-CP.....	2-slice reversible, chrom.....		4.75
527.....	2-slice standard, nickel.....		3.00
527-CP.....	2-slice standard, chrom.....		4.00
528.....	Sandwich, nickel.....		10.00
528-CP.....	Sandwich, chrom.....		11.00
529-CP.....	2-slice, chrom.....		12.50
(Elements: Nichrome)			
Hewitt Electric & Mfg. Co., 1169 Massachusetts Ave., Arlington, Mass.			
600, automatic 2-slice and automatic 2-sandwich, chrome plated.....			\$13.50
Hoge Mfg. Co., New York City			
<i>Commander</i>			
.....	2-slice, automatic, chromium....		\$15.00

Trade Name Model	Type	Rating	Retail Price
Knapp-Monarch Co., St. Louis, Mo.—(See Adv. Page 137)			
<i>Therma-Hot</i>			
505, Table.....	2-slice, nickel.....	550 watts, 110-120 v.	\$1.50
510, Table.....	2-slice, chrom.....	550 watts, 110-120 v.	1.75
520, Table.....	Semi-automatic.....		5.95
Landers, Frary & Clark, New Britain, Conn.			
<i>Universal</i>			
7222.....	Chrom.....		\$10.95
7712.....	2-slice turnover, chrom.....	625 watts.....	8.50
7812.....	2-slice turnover, chrom, Old English pattern.....	625 watts.....	6.75
747.....	2-slice reversible, swinging rack, chrom.....	500 watts.....	6.00
7312.....	2-slice turnover, chrom.....	625 watts.....	5.00
<i>Landers</i>			
7542.....	1-slice automatic, chrom.....		9.95
75312.....	1-slice automatic, chrom.....		4.50
<i>Universal</i>			
9422.....	1-slice automatic, nickel.....	550 watts.....	8.95
942.....	1-slice, oven type, nickel.....	550 watts.....	7.50
9411.....	2-slice, push button reversible.....	525 watts.....	6.95
9712.....	2-slice turnover, nickel.....	625 watts.....	6.75
948.....	2-slice standard, nickel.....	500 watts.....	5.00
9312A.....	2-slice turnover, nickel.....	625 watts.....	4.50
944.....	2-slice standard, nickel.....	500 watts.....	3.95
9946.....	2-slice turn easy, nickel.....	550 watts.....	3.75
<i>Landers</i>			
5947.....	2-slice reversible, nickel.....		3.95
5312.....	2-slice turnover, nickel.....		3.75
5946.....	2-slice standard, nickel.....		2.95
5770.....	Sandwich, 10½x5½ in., nickel.		11.95
<i>Universal</i>			
7360.....	Sandwich, 10½x5½ in., chrom.		13.50
Lehman Bros. Silverware Corp., 197 Grand St., New York City			
	Sandwich or bread, chrom.....		
A. J. Lindemann & Hoverson, Milwaukee, Wis.			
<i>L. & H. Electrics</i>			
212.....	Turnover.....	600 watts, switch on cord.....	
204A.....	Turnover.....	600 watts, switch on cord and plug.....	
205.....	2-slice automatic.....	660 watts.....	
(Elements: Chromel A)			
The Made-Rite Mfg. Co., Sandusky, Ohio			
<i>Made-Rite</i>			
829.....	2-slice, double bread.....		\$1.80
832.....	2-slice, double, chrom plated..		3.00
729.....	1-slice, sandwich.....		3.00
Manning-Bowman & Company Meriden, Conn.			
<i>Manning-Bowman</i>			
K1228.....	2-slice, turnover, aranium pl		\$5.00
<i>Homelectric</i>			
K63.....	2-slice, turnover, chrom. plated	600 watts.....	4.50
K64.....	2-slice, turnover, chrom. plated	600 watts.....	4.50
(Elements: Chromel C, Nichrome)			
Mattatuck Mfg. Co., Waterbury, Conn.			
Commander....	2-slice, automatic, chrom. plate		\$12.50
Metal Ware Corporation, Two Rivers, Wis.			
<i>Empire</i>			
S59.....	2-slice standard.....	550 watts.....	\$4.00
<i>Empire</i>			
S52 Toaster Stove	Horiz., 11½x5½x2½ in.	550 watts.....	2.50
S74, Sandwich....	2-sandwiches.....	600 watts.....	12.00
S49, Sandwich....	2-sandwiches.....	550 watts.....	4.50
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i>			
229.....	Reversible.....	550 watts.....	\$4.40
230.....		550 watts.....	3.50
227.....	Turn-over.....	550 watts.....	4.00
Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.			
<i>Pelouze</i>			
543.....	4-piece (2-slice) standard.....	500 watts.....	\$5.75
(Elements: Chromel A, Nichrome)			
Proctor & Schwartz Elec. Co., Seventh & Tabor Road, Philadelphia, Pa.			
<i>Proctor Automatic Toaster</i>			
1410.....	Single-slice and Sandwich.....	600 watts.....	\$12.50
Robeson Rochester Corporation, Rochester, N. Y.			
<i>Royal Rochester</i>			
13260, Warwick..	Turn, chrome plated.....		\$5.50
13530, Rocholite.	Turn, chrome plated.....		6.75
13250, Queen			
Anne.....	Turn, chrome plated.....		8.00
13270, Embassy..	Turn, chrome plated.....		4.95
Rock Island Mfg. Co., Rock Island, Ill.			
T 10.....	2-slice, turnover.....	Detachable cord.....	\$3.75
Rogers Electric Laboratories Co., Cleveland, Ohio			
<i>Rogers</i>			
501.....	2-slice, turnover.....		\$3.75
501A.....	2-slice, turnover.....		3.25
501B.....	2-slice, turnover.....		3.25
Rutenber Electric Co., Marion, Ind.			
<i>Marion</i>			
67.....	Turnover.....		\$4.50
66.....	Turnover.....		3.50
65.....	Turnover.....		7.50
For chrome finish add .75 to list.			

Trade Name Model	Type	Switch	Retail Price
Simplex Division, Edison General Electric Appliance Co., Chicago, Ill.			
816-T-26, Toast Turner	Reversible	660 watts	\$4.25
819-T-35, DeLuxe	Reversible, chrom. plate	660 watts	4.95
816-T-34	Non-reversible	660 watts	3.85
Superior Electric Products Company, 1300 South Thirteenth Street, St. Louis, Mo.			
757, Automatic	1-slice	500 watts	\$7.50
77	1-slice oven with bread ejector	495 watts	3.75
55	1-slice, oven (clear vision)	495 watts	4.25
66	2-slice, oven (clear vision)	800 watts	6.50
The Swartzbaugh Mfg. Co., Toledo, Ohio			
510, Everhot	Sandwich	660 watts	\$12.50
Utility Electric Co., 620-630 Tower Grove Ave., St. Louis, Mo.—(See Adv. Page 133)			
650, Toastwell	2-slice oven	Detachable cord	\$6.50
660	2-slice oven	Chromium	6.95
675	2-slice, automatic oven	Automatic heat control	12.50

Trade Name Model	Type	Switch	Retail Price
Waters-Genter Company, North Second Street, Minneapolis, Minn.			
Toastmaster		(See Adv. Page 18)	
.....	1-slice, automatic oven, chrom.	{ Automatic cut-off switch }	\$12.50
.....	2-slice.....		17.50
West Coast Specialties, Ltd., Los Angeles, Cal.			
<i>Ade-O-Matic</i>			
Sandwich or Single-Slice Toaster.... Cast alum., 3 color porc. finish....			\$7.95
Westinghouse Elec. & Mfg. Co., Domestic Appliance Dept., Mansfield, Ohio			
TTC33.....	2-slice, turnover, chrome.....	550 watts, 100-120 v. . .	\$5.95
TTC36.....	2-slice, turnover, chrome.....	550 watts, 200-240 v. . .	5.95
TTC43.....	2-slice, turnover, chrome.....	550 watts, 100-120 v. . .	4.95
TTC3.....	2-slice, turnover, chrome.....	550 watts, 100-120 v. . .	3.95
TTC46.....	2-slice, turnover, chrome.....	550 watts, 200-240 v. . .	4.95
TAC6.....	2-slice, turnover, chrome.....	550 watts, 200-240 v. . .	3.95
<i>(Elements: Chromel A, C, Nichrome, Nichrome IV)</i>			
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
243.....	2-slice.....	\$2.25
375.....	Double-oven.....	8.00

Ventilating Fans

Trade Name Size	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Anderson-Pitt Corp., 209 Goodrich Pl., Kansas City, Mo.			
P26	Window panel, adj. 26 to 36 in., sea foam green		*\$39.50
P36	Window panel, adj. 36 to 46 in., sea foam green		* 39.50
L40	Built-in, duct extension, adj. 6 to 10 in.		* 49.50
L50	Built-in, duct extension, adj. 10 to 14 in.		* 49.50
Airmaster Corporation, 140 S. Dearborn St., Chicago, Ill.			
10 in.	Window panel, 26 to 36 in.	800	*\$29.75
10 in.	Window panel, 36 to 50 in.	800	* 29.75
10 in.	Window panel, 21 to 26 in.	800	* 29.75
10 in.	Window panel, 17 to 21 in.	800	* 29.75
10 in.	Transom panel	800	* 29.75
10 in.	Wall cabinet	800	* 50.00
*A. C.—D. C. \$37.50 \$57.50			
American Appliance Co., Inc., Kalamazoo, Mich.—(See Adv. Page 143)			
8 in., 4 blade Apollo	Reversible, window panel		\$11.90
American Blower Co., 6000 Russell St., Detroit			
12 in. Aero-Pel	13 in.	600	\$65.00
Autovent Fan & Blower Co., 1805 N. Kostner Ave., Chicago, Ill.			
12 in. Autovent	Adjustable panel	600	\$26.00
12 in.	Cabinet type		31.00
16 to 30 in.	Non overloading fans		36.00
Buffalo Forge Co., 205 Mortimer St., Buffalo, N. Y.—(See Adv. Page 150)			
12 in. Home Fan	Adj. steel panel, 3 sizes (For window installation)	1,000	\$58.00
12 in.	Adj. glass panel, 3 sizes (For window installation)	1,000	58.00
8 in.		500	45.00
12 in.	Adj. steel box (For "built-in" installation)	1,000	85.00
8 in.		500	30.00
Century Electric Co., 1806 Pine St., St. Louis, Mo.—(See Adv. Page 4)			
1 speed, 16 in. Century	17 in. enclosed	1,400	*\$27.00
3 speed, 16 in.	17 in. enclosed	1,750	† 32.00
1 speed, 12 in.	12 in. enclosed	900	* 25.00
*A. C. †D. C. (3-speed control for 1-speed fans—\$5.00) Motor construction.			
Cincinnati Victor Co., 712 Reading Road, Cincinnati, Ohio			
VS3, Clean Air	12 in.	900	\$29.75
VT4	12 in.	1,000	49.50
VS25, Port Air	12 in.	950	28.00
VS27	12 in.	950	33.00
Wall box only			2.50
Grating only			2.50
VT12, In Built	12 in.	900	60.00
VT12P	12 in.	900	60.00
VT13	12 in.	900	55.00
De Bothezat Impeller Co., Inc., 1922 Park Ave., New York, N. Y.			
Adjustable window panel (5 sizes, fit windows from 20 in. to 64 in.) Little Imp			*\$32.50
*Includes speed control, 10 ft. cord, plug, mounting fixtures.			
Master Impeller	Adjust window panel (5 sizes to fit window) from 26 to 64 in.		55.00
Delite Mfg. Co., 1020 W. High St., Bryan, Ohio			
27, Delite	Adjustable from 22 to 46 in., capacity 600 cubic ft. of air per minute, finished in 3 colors—apple green, buff, ivory		

Trade Name Size	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Diehl Mfg. Co., Elizabethport, N. J.—(See Adv. Page 158)			
10 in. Wind-O-Vent	Adjustable metal window panel, 17 to 21 in.	800	*A. C.—\$29.50
10 in.	Adjustable metal window panel, 21 to 26 in.	800	*A. C.— 29.50
10 in.	Adjustable metal window panel, 26 to 36 in.	800	*A. C.— 29.50
10 in.	Adjustable metal window panel, 36 to 50 in.	800	*A. C.— 29.50
10 in.	Adjustable metal window panel, 50 to 63 in.	800	*A. C.— 31.50
10 in.	Adjustable glass window panel, 22 to 26 in.	800	*A. C.— 49.50
10 in.	Adjustable glass window panel, 26 to 30 in.	800	*A. C.— 49.50
10 in.	Adjustable glass window panel, 30 to 34 in.	800	*A. C.— 49.50
10 in.	Adjustable glass window panel, 34 to 40 in.	800	*A. C.— 49.50
10 in.	Adjustable glass window panel, 40 to 48 in.	800	*A. C.— 49.50
10 in.	Adjustable glass window panel, 48 to 60 in.	800	*A. C.— 52.50
10 in.	Adjustable metal transom panel, 26 to 36 in.	800	*A. C.— 29.50
10 in.	Fan assembly, without panel	800	*A. C.— 27.50
10 in.	Wall cabinet unit	800	*A. C.— 50.00
12 in. Diehl	12 in., flat blades	720	25.00
16 in.	16 in., flat blades	1,200	27.00
9 in.	9 in., bucket blades	950	29.00
12 in.	12 in., bucket blades	1,400	33.00
15 in.	16 in., bucket blades	2,400	50.00
*D. C. or 25 cycle \$8.00 additional.			
†D. C. or 25 cycle \$7.50 additional.			
Electrovent Corporation, 5057 Woodward Ave., Detroit, Mich.			
A25, 10 in.	Adjustable glass window panel, 18 to 24 in.*	800	\$65.00
A36, 10 in.	Adjustable glass window panel, 24 to 36 in.*	800	65.00
A48, 10 in.	Adjustable glass window panel, 36 to 48 in.*	800	65.00
B10, 10 in.	Built-in wall type*	800	60.00
H, 10 in.	Special built-in wall type, cast aluminum, double door, two speed reversible	800	75.00
M, 10 in.	Adjustable steel window panel, 24 to 36 in.	600	39.00
S, 9 in.	Adjustable steel window panel, 24 to 36 in.	550	29.50
*Two speed reversible			
Emerson Electric Mfg. Co., St. Louis, Mo.			
Emerson, Jr.	9 in. with supporting ring only	500	*\$14.00
	9 in. with mounting board	500	*17.00
Emerson	9 in. with adjustable translucent panel	500	*27.50
	12 in. with supporting ring only	900	*25.00
	12 in. with adjustable translucent panel	900	*43.00
	12 in. with adjustable metal panel	900	*29.00
	9 in. with wall box	500	*35.00
	12 in. with wall box	900	*55.00
	16 in. with supporting ring only	1,450	*27.00
*A.C.			
Fidelity Electric Co., Lancaster, Pa.			
8 in. Fidelity	Semi-enclosed	2,000	\$17.00
12 in.	Semi-enclosed	1,700	23.00
12 in.	Semi-enclosed	1,700	22.00
12 in.	Semi-enclosed	1,700	25.00
12 in.	Semi-enclosed	Var.	30.00
12 in.	Enclosed	1,700	34.00
12 in.	Semi-enclosed	Var.	33.00
12 in.	Enclosed	1,700	39.00
12 in.	Semi-enclosed	Var.	34.00
12 in.	Enclosed	1,400	39.00
16 in.	Semi-enclosed	1,700	28.00
16 in.	Semi-enclosed	1,700	28.00
16 in.	Semi-enclosed	1,700	30.00
16 in.	Enclosed	Var.	34.00
16 in.	Semi-enclosed	1,700	39.00
16 in.	Enclosed	1,700	42.00
16 in.	Semi-enclosed	Var.	39.00
16 in.	Enclosed	1,400	42.00
18 in.	Enclosed	1,200	49.00
18 in.	Enclosed	1,200	50.00
18 in.	Semi-enclosed	Var.	56.00
18 in.	Enclosed	1,200	53.00
18 in.	Semi-enclosed	Var.	58.00
18 in.	Enclosed	1,200	56.00
18 in.	Semi-enclosed	Var.	58.00

Ventilating Fans—Continued

Appliance

Trade Name Size	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Fidelity Electric Co.—Continued			
24 in.....	Enclosed.....	900	100.00
24 in.....	Enclosed.....	900	105.00
24 in.....	Enclosed.....	900	128.00
24 in.....	Enclosed.....	900	100.00
24 in.....	Enclosed.....	1,200	153.00

Galvin Electric Mfg. Co., 3314 Broadway, St. Louis, Mo.

Galvin			
12 in.....	13 in.....	54,000*	\$25.00
16 in.....	16½ in.....	76,000	27.00
Bucket Blade Type—Galvin			
16 in.....	16½ in.....	90,000	50.00
18 in.....	18½ in.....	145,000	60.00
24 in.....	24½ in.....	260,000	110.00

*Per hour. All models A.C. or D.C.

General Electric Co., Bridgeport, Conn.—(See Adv. Page 107)

G. E.			
12 in.....	13½ in.....	1,025	\$25.00
16 in.....	17½ in.....	1,600	27.00

A. C. Gilbert Co., New Haven, Conn.

B98—10 in. Portable with extension panel.....	500	\$ 7.50
A99..... 10 in., 60-cycle, AC only.....		11.50

Graybar Electric Co., Lexington Ave. and 43rd St., New York, N. Y.

Graybar			
12 in.....	13 in.....	1,025 to 1,250	\$25.00 and 26.50
16 in.....	17 in.....	1,375 to 1,600	27.00 and 28.50

Hunter Fan & Motor Co., 53 Park Place, New York, N. Y.—(See Adv. Page 149)

Hunter			
9 in.....	Oscillating.....		\$13.50
10 in.....	Oscillating.....		16.50
12 in.....	Oscillating.....		28.50
16 in.....	Oscillating.....		35.00
12 in.....	Exhaust.....	1,000	25.00
16 in.....	Exhaust.....	1,600	27.00

Ilg Electric Ventilating Co., Chicago, Ill.

Ilgair			
12 in.....	With portable panel.....	750	\$29.50
16 in.....	With portable panel.....	1,000	65.00
12 in.....	Built-in Ilgair cabinet type.....	750	45.00
16 in.....	Built-in Ilgair cabinet type.....	1,000	85.00
12 in.....	Transom ventilator.....	750	37.50

Master Electric Co., Dayton, Ohio

Master-Bilt			
Window, 36,			
8 in.....	Window panel 23 to 36 in.....		\$8.50
Window, 42,			
8 in.....	29 to 42 in.....		9.50

Meler Electric & Machine Co., 3525 East Washington St., Indianapolis, Ind.

Meler Nu-Air			
12 to 72 in....		700 to 95,200	

Paul & Beekman Mfg. Co., 1722 N. 5th St., Philadelphia, Pa.

Freshaire			
8½ in.....	8½ in.....	500	*\$36.50

*With window extensions, \$39.50.

Peerless Electric Co., Warren, Ohio

Peerless Exhaust Type			
AV1, 12 in....	13½ in.....	1,150	\$25.00
AV2, 16 in....	17½ in.....	1,500	27.00
Multi-blade Pressure Type			
AV12, 12 in....		2,200	35.00
		3,100	
AV14, 14 in....		2,275	115.00
		1,850	
		6,275	
AV18, 18 in....		4,650	90.00
		3,775	

Trade Name Size	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Peerless Electric Co.—Continued			
AV24, 24 in....		6,350 5,150 3,500 7,900 6,575 4,300	155.00
AV30, 30 in....			225.00

Robbins & Myers, Inc., Springfield, Ohio

R & M			
12 in.....	13½ in.....	1,550	\$25.00
16 in.....	17½ in.....	1,500	27.00

Signal Electric Mfg. Co., Menominee, Mich.—(See Adv. Page 142)

Signal			
Window			
vent, 10 in.*	Adjustable, 24x37 in.....		\$18.00

*Equipped with induction and universal motor.

B. F. Sturtevant Co., Hyde Park, Mass.

Wind-o-Vane			
12½ in.....	13½ in.....	600	*\$52.00
12 in.....	12½ in.....	1,000	40.00
16 in.....	16½ in.....	1,800	46.00
Wind-o-Vane			
12 in.....			7.00
16 in.....			4.00
*Mounting panel			6.00

United Electric Mfg. Co., Adrian, Mich.

Eskimo Portable			
100, 27½ to 36			
in.....	8 in. suction blades.....	191	*\$12.00
			† 14.50
120, 19 to 27			
in.....	8 in. suction blades.....	191	* 12.00
*All metal.	†Glass.		† 14.50

Wagner Electric Corp., St. Louis, Mo.—(See Adv. Page 134)

Wagner			
12½ in.....	12 in.....	935*	950† \$25.00
16½ in.....	16 in.....	1,560*	1,550† 27.00

*A. C. †D. C.

West Wind Corporation, Seattle, Wash.

Westwind			
Wall, 9 in....	10½ in. with outside louver and draft door.....	600	\$34.50
Window.....	Adjustable panel.....	600	32.50

Westinghouse Electric & Mfg. Co., Springfield, Mass.—(See Adv. Pages 22-3, 155)

Westinghouse			
516931, 12 in.			
horizontal..	13 in.....	1,000	\$25.00
516946, 12 in.			
vertical.....	13 in.....	1,000	28.00
516942, 16 in.			
horizontal..	17 in.....	1,640	27.00
516948, 16 in.			
vertical....	17 in.....	1,640	30.00
Kitchen Exhaust			
457885, 12 in.—Adjustable, 24 to 34 in. size.....		625	28.00
457886, 12 in.—Adjustable, 34 to 50 in. slide.....		625	32.00

L. J. Wing Mfg. Co., 154 W. 14th St., N. Y.

"Wing Scruplez Safety Fans"			
H18.....	10 in.....	950	\$30.00
L18.....	13 in.....	1,400	36.00
H12.....	13 in.....	1,550	42.00
L12.....	17 in.....	2,100	51.00
H12.....	17 in.....	3,150	60.00
H9.....	22 in.....	3,450	75.00
H12.....	22 in.....	4,150	90.00
H9.....	25 in.....	4,500	102.00
H12.....	25 in.....	6,000	126.00

Waffle Irons

Trade Name, Model No.	Grids	Retail Price
Aluminum Goods Mfg. Co., Manitowoc, Wis.		
Mirro		
Waffle Mold.....	630 watts, chromium.....	\$7.95
American Gas Machine Co. Inc., Albert Lea, Minn.—(See Adv. Page 132)		
90, American....	8 in. round, aluminum.....	\$12.00
Armstrong Appliance Corp., Huntington, W. Va.		
	Round, octagonal, black handles, nickel body.....	\$9.85
	Chromium.....	11.85
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.—(See Adv. Page 16)		
Torrid		
W2094, Avignon.	8½ in. round, cast alum., heat indicator, chromium....	14.95
W3090, Bedford..	8½ in. round, cast alum., heat indicator, chromium....	9.95
W4090, York....	7½ in. round, cast alum., heat indicator, chromium....	8.95
W4190, York....	7½ in. round, cast alum., without heat indicator, chrom.	7.95
	(Nichrome, mica insulated heating elements)	
Bersted Mfg. Co., 5201 W. 65th St., Chicago		
232, Tray Type..	7½ in. round, indicator, chromium.....	\$8.00
240, Automatic..	8 in. round, chrome.....	13.50
236, Over-flow		
Groove.....	8 in. round, indicator, chromium.....	8.70

Trade Name, Model No.	Grids	Retail Price
Bersted Mfg. Co.—Continued		
230, Square.....	Square, chrome.....	9.00
231, Waffle Mould	Round.....	8.70
69, Waffle Mould	Round.....	8.70
Betsy Ross Elec. Prod., Johnson City, N. Y.		
Betsy Ross		
711.....	7 in. round.....	\$9.50
710BL.....	Waffle-bulk, less cord.....	1.90
710BW.....	Waffle-bulk, with cord.....	2.45
710IL.....	Waffle-individual, less cord.....	2.00
710IW.....	Waffle-individual, with cord.....	2.55
	(Elements: Nichrome and Nichrome IV)	
Chicago Elec. Mfg. Co., 2801 South Halsted St., Chicago, Ill.		
Handyhot		
AF28.....	8 in., heat indicator, chromium.....	\$11.15
AF26, Wafflator..	8 in., makes two.....	18.50
AF31.....	Nickel.....	6.55
AF34.....	Heat indicator, nickel.....	7.10
AF29.....	Chromium.....	7.25
AF31.....	Heat indicator, chromium.....	7.80

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Waffle Irons—Continued

Trade Name, Model No.	Grids	Retail Price
Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.		
<i>Wafflewitch</i>		
Batter Bowl, Spoon.....	12x10½ in., automatic.....	\$19.75
Coleman Lamp & Stove Co., Wichita, Kans.		
17, Aristocrat....	Heat indicator.....	\$15.00
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.		
<i>Domino</i>		
121.....	Solid base, automatic, chrome.....	\$9.45
125.....	Indicator, china top, chrome.....	8.55
126.....	Indicator, china top, chrome.....	8.95
67H.....	Indicator, china top, chrome.....	8.75
521, Modern- Mode.....	Solid base, automatic, chrome.....	12.00
226, Justrite.....	Solid base, automatic, chrome.....	5.00
227, Justrite.....	Solid base, indicator, chrome.....	5.42
90, Dominion.....	Solid base, chrome.....	7.30
91, Dominion.....	Solid base, indicator, chrome.....	7.80
93, Dominion.....	Solid base, indicator, oblong base, chrome.....	9.95
167H, Dominion.....	Solid base, set, chrome.....	16.00
Dowd-Rodgers, Inc., 95 Madison Avenue, New York City		
<i>Dowd-Rodgers</i>		
.....	\$15.00
(Elements: Chromel A, C Solar, Tophet)		
Eagle Electric Mfg. Co., Inc., Brooklyn, N. Y.		
<i>Eagle</i>		
324, DeLux.....	Heat indicator.....	\$12.00
325.....	6½ in. cast aluminum.....	9.00
Edison General Electric Appliance Co., (See Adv. Page 141) (See Adv. Page 107)		
5600 West Taylor St., Chicago, Ill.		
147Y156, Lennox.....	Nickel.....	\$9.95
149Y156, Lennox.....	Chromeplate.....	12.00
129Y175, Amba- sador.....	20.00
127Y176, Trinity.....	12.50
116Y177, New Yorker.....	8.95
129Y178, Chastle- ton.....	14.50
Thomas A. Edison Co., Inc., Orange, N. J.		
<i>Edicraft Waffle Baker</i>		
.....	Diamond shaped, chromium, 660 watts.....	\$18.95
Estate Stove Co., Hamilton, Ohio		
75.....	7½ in. round, white, green or red enamel.....	\$12.95
Evryday Electric Co., Marion, Ind.		
111.....	8 in. complete with cord.....	\$7.50
111A.....	8 in., heat indicator, complete with cord.....	8.50
For chrome finish—add .75 to list.		
Fitzgerald Mfg. Co., Torrington, Conn.		
<i>Star-Rite</i>		
539, Colonial.....	7½ in., heat indicator, aluminum, chrome.....	\$7.95
Griswold Mfg. Co., Erie, Pa.		
<i>Griswold</i>		
2-8E.....	7 in. round.....	\$10.75
3-8E.....	7 in. round.....	5.95
4-8E.....	7 in. round.....	7.50
110-8E.....	7 in. round.....	35.00
110-12E.....	3½x9 in., 2 pans.....	60.00
Knapp-Monarch Co., St. Louis, Mo.—(See Adv. Page 137)		
<i>Chromium or Nickel Plated</i>		
Therma-Hot, 955.....	6 in. round, 300 watts.....	\$2.95
970.....	7½ in. round, 600 watts.....	5.95
975.....	7½ in. round, 600 watts, chrome, indicator.....	6.95
980.....	7½ in. low boy, 600 watts, chrome, indicator.....	7.95
985.....	8 in. automotive, 660 watts, chrome, indicator.....	9.95
Landers, Frary & Clark, New Britain, Conn.		
<i>Universal</i>		
7234, Colonial.....	Automatic, chromium.....	\$14.50
7324, Old English.....	Chromium.....	13.75
7344, Corinthian.....	Chromium.....	13.00
7334, Hamilton.....	Chromium.....	12.50
79384, Spartan.....	Chromium.....	11.50
79354, Empire.....	Chromium.....	9.95
<i>Landers</i>		
75334, Wilmette.....	Chromium.....	10.50
75324, Empire.....	Chromium.....	7.95
<i>Universal</i>		
9674, Jewelled.....	Jade handle, nickel.....	12.75
9364, Marie.....	Nickel.....	12.50
Antoinette.....	Nickel.....	10.95
9314, Newbury.....	Nickel.....	9.50
9384, Spartan.....	Nickel.....	8.95
9305, Oblong.....	3½x7 in., nickel.....	7.95
9354, Empire.....	Nickel.....	8.50
<i>Landers</i>		
5334, Wilmette.....	Nickel.....	7.50
5314, Decorated.....	Nickel.....	6.75
5304, Roman.....	Nickel.....	6.75
All waffle irons except No. 9305 have 7½ in. round grids.		
Lehman Bros, Silverware Corp., 197 Grand St., New York City		
Chromium or nickel plated.....		
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.		
<i>L & H Electrics</i>		
317.....	7½ in. square, cast aluminum, chromium plated.....
(Element: Chromel C)		

Trade Name, Model No.	Grids	Retail Price
Manning-Bowman & Co., Meriden, Conn.		
<i>Manning-Bowman</i>		
K1633, Aranium..	7 in. round.....	\$9.95
K1632, Aranium..	7 in. round.....	8.95
<i>Homelectrics</i>		
K44.....	7 in. round, chromium.....	7.95
(Elements: Chromel C, Nichrome)		
Metal Ware Corp., Two Rivers, Wis.		
<i>Empire</i>		
S75.....	11x6½x4 in. rectangular 3-section.....	\$10.00
S76.....	8 in. round.....	10.00
(Elements: Nichrome IV)		
National Electric Appliance Co., Madison Ave. and W. 83rd St., Cleveland, Ohio		
<i>National</i>		
<i>Waffle Iron, Toaster Stove and Grill</i>		
.....	Round, 10 in. tray, 660 watts.....	\$11.25
.....	Chromium.....	11.90
National Stamping & Elec. Works, 3212 W. Lake St., Chicago, Ill.		
<i>White Cross</i>		
254.....	7 in. aluminum.....	\$6.00
156, CR.....	7 in. round, chromium.....	7.50
254, T.S. Waffle Set.....	7 in. round.....	9.50
259, T.S. Waffle Set (3 pc.).....	Round.....	12.50
259.....	Heat indicator, chromium.....	8.50
Proctor & Schwartz Electric Co., Seventh & Tabor Road, Philadelphia, Pa.		
<i>Proctor Adjustable Automatic Waffle Iron</i>		
1510, Glow Cone..	Round, 700 watts, chrome.....	\$13.50
1505.....	Semi-square, 800 watts, chrome.....	17.50
Robeson Rochester Corp., Rochester, N. Y.		
<i>Royal Rochester</i>		
12820, Golden Pheasant.....	\$17.00
12800, Black Leaf and Myrtle.....	14.75
12840, Red Poppy.....	12.75
12320, Louis XIV.....	Entirely chrome plated.....	10.00
12300, Kenwood..	Entirely chrome plated.....	8.95
1230, Embassy.....	Entirely chrome plated.....	8.95
12000, Dictator..	Entirely nickel plated.....	8.00
(Royalite Oven-China bowl of Royalite oven-china grids, heat indicator)		
<i>Royal Rochester Waffle Sets</i>		
(Consisting of batter bowl of Royalite oven-china, ladle, syrup pitcher with chrome plated non-drip spring cover and tray finished in chrome plate, satin finished center and bottom with highly polished rim.)		
17450, Golden Pheasant.....	\$38.00
17453, Black Leaf and Myrtle.....	34.00
17452, Red Poppy.....	32.00
Rogers Elec. Laboratories Co., Cleveland, Ohio		
100NP.....	7 in. round, colored handle optional.....	\$6.00
100.....	7 in. round, colored handles optional.....	5.75
103.....	7 in. fancy top, colored handles optional.....	7.75
104.....	7 in. round (with cord switch) colored handles optional.....	8.50
100HC.....	7 in. round, cast iron.....	5.00
Rutenber Elec. Co., Marion, Ind.		
<i>Marion</i>		
77.....	8 in. round, chrome.....	\$8.50
77A.....	8 in. round, heat indicator.....	9.00
77.....	8 in. round, automatic.....	13.50
Samson-United Corp., Rochester, N. Y.		
129CB, Panel- matic.....	8½ in., automatic, thermostatic control, chrom. plated..	9.95
E128C.....	8½ in., heat indicator, chromium plated, inlaid china top	8.95
E-127-CB.....	8½ in., heat indicator, chromium plated.....	7.95
Self-Timer Waffle Iron Co., 3711 S. Ashland Ave., Chicago, Ill.		
Self-Timer.....	7½ in., automatic, cast aluminum.....	\$16.00
Simplex Division, Edison General Electric Appliance Co., Chicago, Ill.		
<i>Simplex</i>		
849Y179, DeLux.....	7½ in. round, aluminum, chromeplate, Simplex calrod elements, heat indicator.....	\$9.95
849Y160, DeLux.....	7½ in. round, aluminum, chromeplate, Simplex calrod elements, heat indicator.....	9.95
Superior Elec. Products Co., 1300 South Thirteenth St., St. Louis, Mo.		
<i>Superior</i>		
601.....	8 in. round.....	5.00 Nickel
603.....	8 in. round.....	9.00
650.....	6 in. round with indicator.....	4.75
750, Twin Waffle Iron.....	Chrome only.....	12.00
651.....	8 in. round, automatic.....	9.50
Any above numbers in chromium plate 50c. net extra.		
The Swartzbaugh Mfg. Co., Toledo, Ohio		
<i>Everhot</i>		
.....	10x7 in., 660 watts.....	\$12.50
<i>Waf-til Baker</i>		
.....	Rectangular, five waffle molds.....

Waffle Irons—Continued

Appliance

Trade Name, Model No.	Grids	Retail Price
Utility Electric Company, 620 Tower Grove Ave., St. Louis, Mo.		
150, Utility.....	8 in. round, die cast, engraved top, color handles.....	\$8.00
165, Bakeswell.....	8 in. round, die cast, heat indicator.....	8.85
D W 2 C, Commercial.....	8 in. round, die cast, double with two heats.....	55.00
(Element: Nichrome)		

A. H. Waage, 112 Chambers St., New York, N. Y.		
<i>Waage</i>		
.....	6 in. round, cast aluminum, nickel plated.....	\$6.50
.....	7½ in. round, cast aluminum, nickel plated.....	8.50
.....	7½ in. round, cast aluminum, chromium plated.....	9.50
(Add \$3.00 to price for Automatic).		
(Element: Nichrome IV)		

Trade Name, Model No.	Grids	Retail Price
Waage Electric Company, 5100 Ravenswood Ave., Chicago, Ill.		
22.....	7½ in. heat indicator.....	\$8.50
22C.....	7½ in. chromium, heat indicator.....	9.50
223.....	7½ in. automatic heat control.....	11.00
223C.....	7½ in. automatic heat control, chromium finish.....	12.50

Waters-Genter Co., 213 N. 2nd St., Minneapolis, Minn.—(See Adv. Page 18)		
Waffle Master.....		\$14.50

Westinghouse Elec. & Mfg. Co., Domestic Appliance Dept., Mansfield, Ohio		
CPC4, Grecian Automatic.....	7½ in. round, chrome plate, 115 volts, heat indicator.....	\$18.50
CTC14, Standard Automatic.....	7½ in. round, chrome plate, 115 volts, heat indicator.....	14.50
CR24, Kenmore.....	7½ in. round, chrome plate, 115 volts, heat indicator.....	12.50
WD4, Wentworth.....	7½ in. round, nickel plate, 115 volts.....	10.95
WA4, Rectangular.....	Rectangular, nickel plate, 115 volts.....	13.55
CD34, Standard.....	7½ in. round, nickel plate, 115 volts, heat indicator.....	8.95
(Elements: Chromel A, Nichrome IV)		

Washers

Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Almetal Mfg. Co., 7227 Manchester Ave., St. Louis, Mo.							
Almetal—DS.....	Vacuum.....	6 sheets.....	Copper.....	Swinging.....	Gray.....	300	\$150.00
Almetal—D7.....	Vacuum.....	9 sheets.....	Copper.....	Swinging.....	Bronze.....	300	160.00
Pollyanna—S.....	Oscillating.....	6 sheets.....	Copper.....	Swinging.....	Gray.....	250	135.00
Pollyanna—D.....	Oscillating.....	6 sheets.....	Copper.....	Swinging.....	Gray.....	250	100.00

Altorfer Bros., Co., Peoria, Ill.—(See Adv. Page 117)							
A.B.C. Spinner—60.....	Submerged agitator.....	8 lbs. dry.....	Armo metal, porcelain inside and out	None—centrifugal dryer.	Tan and green.....	250½	\$165.00
A.B.C. Spinner—77.....	Submerged agitator.....	8 lbs. dry.....		None—centrifugal dryer.	Beige and green.....	267	129.50
A.B.C. Companion—55.....	Submerged agitator.....	8 lbs. dry.....		Swinging reversible.....	Tan and green.....	251	135.00
A.B.C. Companion—58½.....	Submerged agitator.....	8 lbs. dry.....		Swinging reversible.....	Tan and green.....	307½	162.50
A.B.C. Playmayd—40.....	Submerged agitator.....	8 lbs. dry.....		Swinging reversible.....	Tan and leaf brown.....	219	99.50
A.B.C. Playmayd—88½.....	Submerged agitator.....	8 lbs. dry.....		Swinging reversible.....	Tan and leaf brown.....	267½
Apartment—30.....	Submerged agitator.....	6 lbs. dry.....		Folds down.....	Beige.....	157	79.50
(*Ironer Attachment Available—See Ironers). (†Gasoline Engine Power)							

Apex Electrical Mfg. Co., Cleveland, Ohio—(See Ads. Pages 108-109)							
30.....		6 large sheets		Wringer.....		185	\$99.50
S3.....				Wringerless.....		219	165.00
S4.....				Wringerless.....		129.00
20.....				Wringer.....		190	79.50

Automatic Washer Company, Newton, Iowa—(See Ads. Pages 29-30)							
Automatic—22.....	Agitator, invertible duo disc.....	7 sheets.....	Porcelain enamel.....	Swinging reversible (balloon rolls)	Suntan vitreous enamel and green lacquer		\$99.50
Challenger—31.....	Agitator.....	6 sheets.....	Porcelain enamel.....	Swinging reversible (balloon rolls)	Black vitreous enamel tub and white lacquer		\$79.50
Sentinel—29.....	Agitator.....	6 sheets.....	Porcelain enamel.....	Swinging reversible (balloon rolls)	Gray vitreous enamel tub and gray lacquer		59.50

Barlow & Seelig Mfg. Co., Ripon, Wis.							
Speed Queen.....	Submerged agitator.....	10 lbs. dry.....	Seamless monel metal.....	Swinging reversible, full balloon rolls, 2½ in. rolls	Midas green.....	171	\$99.50
Star.....	Submerged agitator.....	10 lbs. dry.....	(Drawn alum or protected porc.)	Swinging reversible, full balloon rolls.....	Blue.....	168	\$69.50
*Less than \$100 East of Rockies. †East of Rockies.							

Barton Corporation, West Bend, Wisconsin—(See Adv. Page 6)							
Barton—N.....	Overhead agitator.....	Standard.....	Vitreous enamel.....	Lovell.....	Gray.....	180	\$59.50
M.....	Submerged agitator.....	Standard.....	Vitreous enamel.....	Lovell.....	Gray.....	180	69.50
K.....	Submerged agitator.....	Standard.....	Vitreous enamel.....	Lovell.....	Green.....	180	79.50
J.....	Submerged agitator.....	Standard.....	Vitreous enamel.....	Lovell.....	Green.....	190	99.50

The Black & Decker Mfg. Co., Towson, Md.—(See Ads. Pages 9-10)							
Cinderella Vacuum-Action.....	Portable electric vacuum	6 shirts.....	Armco rustless iron, porcelain enameled.....		Green.....	22	\$37.50

Birtman Electric, 4140 Fullerton Ave., Chicago, Ill.							
Bee-Vac Utility—E1.....	Agitator.....	6 sheets.....	Pore. enamel, inside and out.	Balloon rolls.....	French gray.....	165	\$89.75
2 Speeds, Super B8.....	Agitator.....	6 sheets.....	Pore. enamel, inside and out.	Balloon rolls.....	Nile green.....	170	\$99.50
*West of Rockies \$99.75. †West of Rockies \$110.							

Blackstone Mfg. Co., Jamestown, N. Y.							
Blackstone A.....	Agitator aluminum.....	60 per hr.....	Porcelain enameled.....	Swinging rever. (Lovell)	Green and ivory.....	219	\$89.50
Blackstone A, DeLuxe.....	Agitator aluminum.....	60 per hr.....	Porcelain enameled.....	Swinging rever. (Lovell)	Powder blue.....	219	99.50
Blackstone B.....	Agitator aluminum.....	60 per hr.....	Porcelain enameled.....	Swinging rever. (Lovell)	French gray.....	208	79.50

Bluffton Mfg. Co., Findlay, Ohio							
Women's Friend.....	Submerged agitator.....	60 lbs.....	Porcelain enamel.....	Balloon.....	Green and blue.....	150	\$69.50
							89.50

Boss Washing Machine Co., Cincinnati, Ohio							
Banner—35.....	Agitator aluminum.....	16 gal.....	Cypress wood.....	Swinging reversible.....	Natural wood.....	200
Boss Thermo—75.....	Boss flushor.....	16 gal.....	Thermo copper.....	Boss safety-bar.....	Pearl gray lacquer.....	225
Boss—85.....	Boss flushor.....	15 gal.....	Porcelain enamel.....	Boss safety-bar.....	2-tone green.....	200
80.....	Submerged agitator.....	15 gal.....	Porcelain enamel.....	Swinging reversible.....	2-tone cocoa brown.....	200
Champion.....	Submerged agitator.....	15 gal.....	Porcelain enamel.....	Swinging reversible.....	2-tone cocoa brown.....	190

Brammer Washing Machine Co., 1441 Rockingham Road, Davenport, Iowa							
Brammer—E61.....	Submerged agitator.....	6 sheets.....	Porcelain inner tub, steel armored outer tub	Swinging reversible (Chamberlain)	Jade green, buff.....	197	\$89.50
G61.....	Submerged agitator.....	6 sheets.....			Buff, jade green.....	233	144.50
E71.....	Submerged agitator.....	6 sheets.....			Buff, jade green.....	200	Optional
G71.....	Submerged agitator.....	6 sheets.....			Buff, jade green.....	265	Optional
Conlon—142.....	Agitator.....	7 lbs. dry.....		Swinging reversible.....	Green lacquer or white.....	206	\$79.50
131.....	Agitator.....	7 lbs. dry.....		DeLuxe swinging rev.....	Cream lacquer with green trim	206	\$99.50
*Also available gasoline motor powered. †East of Rockies. Complete set \$60. Units may be purchased separately.							

Chicago Dryer Co., 2210 N. Crawford Ave., Chicago, Ill.							
Chicago—214.....	Oscillating tub.....	9 sheets.....	Copper nickeloid plated.....	Stationary reversible.....	White enamel.....	500	\$250.00
314.....	Oscillating tub.....	12 sheets.....	Copper nickeloid plated.....	Stationary reversible.....	White enamel.....	550	300.00
414.....	Oscillating tub.....	15 sheets.....	Copper nickeloid.....	Stationary reversible.....	White enamel.....	600	375.00

Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Clarinda Mfg. Co., Clarinda, Iowa							
Whirl-Vac—5.....	Vacuum agitator.....	6 sheets....	Copper nickeled.....	Swinging reversible.....	Copper green trim.....	220	\$90.00
Clarinda—3.....	Rotary reversing cylinder nickel zinc.....	6 sheets....	Copper.....	Swinging reversible.....	Green.....	325	125.00
Clarinda Wood Leg—1..	Dolly.....	6 sheets....	Wood.....	Swinging reversible.....	Natural and green.....	204	75.00
Clarinda Steel Bench—2	Dolly.....	6 sheets....	Wood.....	Swinging reversible.....	Natural and green.....	225	82.50
Coffield Washer Co., Dayton, Ohio							
Pedestyle B.....	Gyrator.....	8 lbs. dry....	Stippled gray vitreous enamel	Standard.....	Two-tone gray.....	241	\$117.50
Pedestyle A.....	Agitator pedestal base...	8 lbs. dry....	Stippled gray vitreous enamel	Automatic (Gold seal)...	Two-tone gray.....	...	138.00
Conlon Corporation, 19th St. and 52nd Ave., Chicago, Ill.							
Conlon—100.....	*Agitator.....	7 lbs. dry....	Porcelain, steel armored....	Swinging reversible.....	Green lacquer or white.....	200	†\$99.00
129.....	Agitator.....	7 lbs. dry....	Nikeled copper steel armored	Swinging reversible.....	Cream lacq. with green trim..	200	†129.00
97 (Thrifty).....	Agitator.....	7 lbs. dry....	Porcelain, steel armored....	Swinging reversible.....	Blue lacquered.....	185	†79.50
142.....	*Agitator.....	7 lbs. dry....	Porcelain, steel armored....	Swinging reversible.....	Gray lacquer.....	202	†79.50
131.....	Agitator.....	7 lbs. dry....	Porcelain, steel enamel.....	Swinging reversible.....	Cream lacquer, green trim...	206	†99.50
*Also available gasoline motor powered. †East of Rockies.							
Cope Swift Co., 247 McDougall Ave., Detroit, Mich.							
Safety Washer Dryer...	Gyrator.....	7 lbs. dry....	Aluminum.....	None—centrifugal dryer.	Two-tone lacquer.....	180	\$165.00
Crystal Co., 247 McDougall Ave., Detroit, Mich.							
New Day Crystal.....	Gyrator.....	8 lbs. dry....	Copper.....	Swinging rever. (Lovell)	Gray, duco or buff and brown	240	\$99.50
L. M. Decker & Co., Division of the Meadows Mfg. Co., Bloomington, Ill.							
66.....	Submerged agitator.....	6 sheets....	Porcelain.....	Swinging reversible.....	Sun tan.....	196	\$99.50
77.....	Submerged agitator.....	6 sheets....	Copper.....	Swinging reversible.....	Fall green.....	196	99.50
88.....	Submerged agitator.....	6 sheets....	Monel.....	Swinging reversible.....	Green.....	196	109.50
Delite Mfg. Co., 1020 W. High St., Bryan, Ohio							
Delite—C28.....	Bottom agitator.....	8 sheets....	Copper nickeled.....	Swinging reversible.....	Lacquered apple green or fawn	160	\$79.50
Dexter Co., Fairfield, Iowa							
Dexter Fastwin—86E....	Twin submerged agitators	90 lbs. dry	Vitreous enamel.....	2½ in. balloon rolls.....	Nickel, green and scarlet duco	333
80E.....		wt. per hr.	Copper nickeled inside and out	2½ in. balloon rolls.....	Nickel, green and scarlet duco	325
Dexter Speedex—76E....		60 lbs. dry	Vitreous enamel.....	2½ in. balloon rolls.....	Nickel, green and scarlet duco	189
70E.....	Single tub, submerged agitators	weight	Copper nickeled inside and out	2½ in. balloon rolls.....	Nickel, green and scarlet duco	176
*(Ironer attachment available at \$49.50—See Ironers)							
Federal Electric Co., 20 N. Wacker Drive, Chicago, Ill.							
Federal Spinner Washer and Dryer.....	Agitator.....	8 sheets....	Vitreous enamel.....	Centrifugal.....	Cream, gray, green trim.....	242½
Fedelo.....	Agitator.....	6 sheets....	Vitreous enamel.....	Swinging reversible.....	Sage green, peacock green, trim.....	220
Fedelo—Special.....	Agitator.....	6 sheets....	Vitreous enamel.....	Swinging reversible.....	Mottled tan and leaf green trimmings.....	167
Federal Princess—Spinner Washer and Dryer.....	Agitator.....	6 sheets....	Vitreous.....	Centri. swinging wringer	Mottled green.....	167
Federal Triumph.....	Agitator.....	6 sheets....	Vitreous.....	Mottled green.....	167
Fem Company, Portland, Ore.							
Fem—DeLuxe.....	Piston.....	6 sheets....	Copper and brass nickeled...	None.....	Brass and copper nickeled...	21	\$65.00
Tray.....	Piston.....	15 sheets....	None—uses tray 12x20 in....	None.....	Brass and copper nickeled...	18	55.00
The Frederick Co., 100 W. Monroe Bldg., Chicago, Ill.							
The Frederick.....	Submerged agitator and counter-sunk	50 lbs., dry per hr.	Copper.....	Swinging reversible.....	Old ivory and green lacquer..	238	\$99.50
Gainaday Electric Co., Pittsburgh, Pa.							
Gainaday.....	Agitator, no moving parts inside tub.....	10 lbs. dry.	Copper, nickel plated.....	Swinging reversible.....	White blue trim.....	230	*\$129.50
*West of Rockies \$139.50.							
Gem Electric Washing Machine Co., Dayton, Ohio—Gem Apartment Electric Washer—Portable, 20 in. high—Agitator type.....							
\$49.50							
General Electric Co., Bridgeport, Conn. See adv. pp. 102-103. See adv. p. 107.							
B.....	Wringer.....	6 lbs. dry....	Vitreous enamel.....	Swinging reversible.....	Two-tone blue.....	191	\$99.75
C.....	Extractor with activator.	8 lbs. dry....	Vitreous enamel.....	Centrifugal.....	Two-tone blue.....	173	109.75
W.....	Wringer with activator.	8 lbs. dry....	Vitreous enamel.....	Swinging reversible.....	Two-tone blue.....	217	119.75
L.....	Wringer with pump and activator.....	8 lbs. dry....	Vitreous enamel.....	Swinging auto. reversible	Two-tone blue.....	208	139.50
2G.....	Two tub extractor with activator.....	8 lbs. dry....	Vitreous enamel.....	Centrifugal.....	Two-tone blue.....	225	169.50
Getz Power Washer Co., Morton, Ill. See adv. p. 130.							
American Beauty—10....	Submerged agitator.....	6 sheets....	Porcelain enameled.....	Swinging reversible balloon rolls	Enamel.....	220	\$79.50
90.....	Submerged agitator.....	6 sheets....	Porcelain enameled.....		Enamel.....	230	99.50
20.....	Submerged agitator.....	6 sheets....	Porcelain enameled.....		Enamel.....	235	99.50
80.....	Submerged agitator.....	8 sheets....	Porcelain enameled.....		Enamel.....	250	129.50
60.....	Submerged agitator.....	8 sheets....	Copper nickeled.....		Enamel.....	240	119.50
5.....	Submerged agitator.....	6 sheets....	Porcelain Enameled.....		Enamel.....	200	59.95
Geyser Washing Machine Co., 1528 So. Crawford Ave., Chicago, Ill.							
Geyser—5.....	3 sheets....	Galvanized steel.....	Hand stationary.....	Gray enamel.....	77	\$75.00
7S.....	Rotating zinc cylinder and submerged propeller	6 sheets....	Galvanized steel.....	Swinging reversible.....	Gray enamel.....	185	125.00
8S.....	6 sheets....	Copper.....	Swinging reversible.....	Copper and gray enamel.....	185	145.00
9S.....	9 sheets....	Galvanized steel.....	Swinging reversible.....	Gray enamel.....	195	155.00
10S.....	9 sheets....	Copper.....	Swinging reversible.....	Copper and gray.....	195	175.00
Graybar Electric Co., Lexington Ave. and 43 rd St., New York City See Adv. p. 149.							
Graybar							
12, Two-Speed.....	Submerged agita.alum., two speeds, mo. pump...	8 lbs. dry....	Protected white porcelain...	Swinging reversible.....	Two-tone gray or black and white, nickel trim.....	250	*\$165.00
15 (Simplified).....	Submerged agita. alum..	6 lbs. dry....	Porcelain enameled.....	Spinner basket.....	Speckled gray and white.....	130	†\$89.50
							†94.50
25, Simplified with Pump.....	Submerged agita. alum..	6 lbs. dry....	Porcelain enameled.....	Spinner basket.....	Speckled green and white....	130	*99.50
							†104.50
18, Two-Speed.....	Submerged agita. alum..	8 lbs. dry....	Porcelain enameled.....	Swinging reversible.....	Speckled green and white....	250	*114.50
							†119.50
18, Two-Speed with pump.....	Submerged agita. alum..	8 lbs. dry....	Porcelain enameled.....	Swinging reversible.....	Speckled green and white....	250	*124.50
							†129.50
*East of Rockies. †West of Rockies.							
Grinnell Washing Machine Corp., Grinnell, Iowa							
Laundry Queen.....	Submerged agitator.....	6 sheets....	Porcelain enamel.....	Swinging reversible (Lovell)	Nile and apple green.....	193
Princess Washer.....	Submerged agitator.....	6 sheets....	Porcelain enamel.....		Nile and apple green.....	191

Washers—Continued

Appliance

Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Haag Brothers Co., Peoria, Ill.—(See Adv. Page 112)							
Haag—Twin-tex-85E...	Submerged agitator.....	6 sheets per tub	Porcelain tub.....	Swinging reversible.....	Porcelain enamel, green with white speckles.....	316
Twin-tex-85E...	Submerged agitator.....	8 sheets.....	Pressed aluminum tub.....	Swinging reversible.....	Green lacquer.....	291½
Vortex—75E...	Submerged agitator.....	8 sheets.....	Pressed aluminum tub.....	Swinging reversible.....	Green lacquer.....	230
Vortex—65E...	Submerged agitator.....	8 sheets.....	Pressed aluminum tub.....	Swinging reversible.....	Green lacquer.....	212½
Vortex—65E...	Submerged agitator.....	8 sheets.....	Porcelain tub.....	Swinging reversible.....	Porcelain enamel, green with white speckles.....	230½
Vortex—55E...	Submerged agitator.....	6 sheets.....	Pressed aluminum tub.....	Swinging reversible.....	Green lacquer.....	202½
Vortex—55E...	Submerged agitator.....	6 sheets.....	Porcelain tub.....	Swinging reversible.....	Porcelain enamel, green with white speckles.....	217½
77E.....	Submerged agitator.....	5 sheets.....	Porcelain tub.....	Swinging reversible.....	Porcelain enamel, coral with white speckles, frame blue lacquer.....	178½
Handi Appliance Corp., Buffalo, N. Y.							
Handi—Elec. Portable...	Rotary reversing cylinder aluminum.....	8 shirts.....	Aluminum.....	Hand wringer (Lovell)....	Aluminum.....	33	\$54.00
Wallace B. Hart, Inc., 8 E. 34th St., New York, N. Y.							
Hart Arora—Medium....	Vacuum cups.....	36 sheets	{ None—Uses 2 stationary tubs	Detachable reversible....	Gray enamel and natural wood	335	\$275.00
Large.....	Vacuum cups.....	per hr.	{ None—Uses 2 stationary tubs	Detachable reversible....	Gray enamel and natural wood	375	\$25.00
Horton Mfg. Co., Fort Wayne, Ind.							
Horton Perfect 36.....	Submerged agita. alum..	6 sheets.....	Porc. enameled inside and out	Swinging reversible (Lovell full balloon rolls)	Choice: Two-tone Italian green, Persian orange and black, Japanese red and black	217	\$99.75
Hurley Machine Co., (Electric Household Utilities Corp.)—22nd St. and 54th Ave., Chicago, Ill.							
Thor—1.....	Agitator.....	6 lbs. dry...	Vitreous enamel.....	5 position.....	Green ripple enamel and lacq..	185	*\$99.75
7.....	Wringerless agitator....	5 lbs. dry...	Vitreous enamel.....	Cent. extr.....	Green ripple enamel and lacq..	258	*99.75
9.....	Golden bowl agitator....	7-8 lbs. dry	Vitreous enamel.....	Pneumatic extr.....	Green ripple enamel and lacq..	233	175.00
16.....	Super agitator with reflector type water heater	7-8 lbs. dry	Vitreous enamel.....	5 position.....	Green ripple enamel and lacq..	208	†129.50
16A.....	(Same as above without heater)	7-8 lbs. dry	Vitreous enamel.....	5 position.....	Green ripple enamel and lacq..	...	119.50
8.....	Cylinder, revolving, reversing aluminum.....	8 sheets...	Tank 20 oz., tinned copper...	8 position.....	Old ivory and jade lacquer....	218	175.00
28.....	Cylinder, revolving, reversing aluminum.....	12 sheets...	Wood sides and legs, with 20 oz. tinned copper, gas water heater.....	14 in. reversing stat....	Old ivory and green.....	397	275.00
B.....	Cylinder, one compart...	40 lbs. dry.	Monel.....		Monel with green trim.....	850	795.00
*Furnished with gasoline engine in place of motor \$37.50 net, extra.							
†Gas heater optional.							
Johnson Washer Co., The, 40 and Adeline Sts., Oakland, Calif.							
Johnson Multi-Speed...	Submerged agitator aluminum 2-speed.....	6 sheets.....	Copper nickeled steel jacket..	Swinging reversible (Lovell) balloon rolls...	Lacquer enamel.....	210
The Johnson Washer Company is a subsidiary of The Apex Manufacturing Company of Cleveland, Ohio, through this Western subsidiary.							
Keystone Washing Machine Co., Inc., Shoemakersville, Pa.							
Keystone.....	Submerged agita. alum..	8 sheets.....	Copper nickeled.....	Swinging reversible (Lovell).....	Cop., gray, blue or ivory lacq..	250	\$119.00
Kohler Company, Kohler, Wisconsin							
Kohler of Kohler.....	Impeller.....	6 sheets.....	Iron, enameled.....	Swinging reversible (Lovell).....	Enamel in white.....	375	\$160.00
Landers, Frary and Clark, 47 Center St., New Britain, Conn.							
Universal 1650 with Ironer Attachment—1590.....	Submerged agitator.....	6 lbs. dry...	Porcelain enamel.....	Centri. in separate cyl....	Blue lacquer.....	202
Washer and Dryer—E1750.....	Submerged agitator.....	7 lbs. dry...	Copper nickeled.....	Centrifugal.....	Blue lacquer.....	285
Apartment—E1250.....	Submerged agitator.....	6 lbs. dry...	Copper nickeled.....	Swinging reversible.....	Blue lacquer.....	210
Apartment—E1150.....	Submerged agitator.....	6 lbs. dry...	Porcelain enameled.....	Swinging reversible.....	Blue lacquer.....	220
Laun-Dry-Ette Corp., Cleveland, Ohio							
Laun-Dry-Ette							
Aristocrat.....	Centrifugal, agi-cone....	9 lbs.....	Copper, nickel plated.....	None.....	Orchid, ivory or green.....	225	\$175.00
Puritan.....	Centrifugal agitator....	9 lbs.....	Vitreous enamel on Armco iron	None.....	Green.....	248	109.50
Puritan.....	Centrifugal agitator....	9 lbs.....	All nickeled copper.....	None.....	Green.....	248	119.50
Puritan.....	Centrifugal agitator, with rinse band.....	9 lbs.....	Tinned Armco.....	None.....	Green.....	248	129.50
Puritan.....	Centrifugal agitator with spray rinse band.....	9 lbs.....	All nickeled copper.....	None.....	Green.....	248	139.50
Pioneer.....	Two vac. cup washing...	9 lbs.....	Copper.....	None.....	Green.....	225	135.00
Little Giant, Inc., 1001 25th St., Oakland, Cal.							
Little Giant Tray Washer	Agitator.....	6 sheets...	Balloon wringer rolls.....	Steel, bronze.....			
Major Appliances, Inc., Peoria, Ill.—(See Adv. Page 115)							
Utility.....	Aluminum agitator.....	6 sheets...	Porcelain.....	2½ in. balloon roll.....			
Maytag Company, Newton, Iowa							
Maytag Alum. Washer A.....	Submerged gyrator.....	50 lbs. dry	{ Cast aluminum.....	Swinging reversible.....	Gray lacquer.....	247
F.....	Submerged gyrator.....	per hr.	{ Copper.....	Swinging reversible.....	Gray lacquer.....	210
Meadows Mfg. Co., Bloomington, Ill.—(See Adv. Page 24-5)							
Meadows—V.....	Submerged impeller	{ 8 lbs. dry...	Copper with steel jacket....	Swinging reversible.....	Blue enamel.....	...	\$165.00
X.....	bakelite vane	{ 8 lbs. dry...	Enamel.....	Swinging reversible.....	Brown enamel.....	...	124.50
Y.....	Submerged impeller.....	6 lbs. dry...	Enamel.....	Swinging reversible.....	Dark blue enamel.....	...	89.50
Junior Vertical.....	Oscillating.....	3 lbs. dry..	Enamel.....	Swinging.....	Green enamel and black....	...	59.50
Minier Mfg. Co., Peoria, Ill.							
Block.....	Submerged agitator.....	6 sheets...	Cast aluminum.....	Improved model balloon roll.....	Lacquer, green.....	205
Modern Laundry Machine Co., 4136 Fullerton Ave., Chicago, Ill.							
Mola Thrift—30A1....	Cast aluminum agitator.	6 lbs.....	Armco steel with porcl. enam..	Swinging reversible.....	Steel frame, lacquer finish....	200	*\$69.50 †79.50
*East. †West.							

Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
National Motor Co., Springfield, Ohio							
National—25.....	Agitator.....	6 sheets....	Porcelain.....	Swinging rever. (Lovell)	Green.....	210
A.....	Agitator.....	4 sheets....	Aluminum.....	Hand wringer (removable)	Jade green.....	34
45.....	Agitator.....	6 sheets....	Porcelain.....	Swinging reversible.....	Green or tan.....	179
National Sales & Mfg. Co., Des Moines, Iowa							
Eveready—Sta-Hot.....	Disc.....	8 sheets....	Copper.....	Four coil springs, balloon rolls.....	Copper and gray enamel.....	225
National Sewing Machine Co., Belvidere, Ill.							
Electric Home—60 Stave Leg.....	Floating agitator.....	6 sheets....	Wood.....	Swinging rever. (Lovell)	Natural.....	253
Nineteen Hundred Corp., Binghamton, N. Y.							
"1900" Whirlpool							
DeLuxe.....	Submerged single vane circular	8 lbs. dry....	Nickel copper steel.....	Swinging reversible (Lovell Rolls)	Nickel.....	224	\$127.50
Imperial.....		8 lbs. dry....	Vitreous enamel.....		Nickel.....	211	99.50
Niagara.....		6 lbs. dry....	Vitreous enamel.....		Old ivory, sage green.....	190	69.50
One Minute Mfg. Co., Newton, Iowa—(See Adv. Page 19-20)							
One Minute—30.....	Gyrator.....	6 sheets....	Porcelain enamel.....	Swinging reversible.....		236	\$129.50
20.....	Gyrator.....	6 sheets....	Porcelain enamel.....	Swinging reversible.....		207	99.50
M.....	Gyrator.....	6 sheets....	Porcelain enamel.....	Swinging reversible.....		195	79.50
L.....	Turbinator.....	6 sheets....	Porcelain enamel.....	Swinging reversible.....		180	59.50
Pine Ibrig Machine Co., Oshkosh, Wis.							
Ibrig Cabinet.....	Vacuum cups.....	6 sheets....	Copper.....	Swinging reversible (Lovell)	White and gray enamel.....	300	\$75.00
Lester Cabinet.....	Agitator.....	6 sheets....	Aluminum.....		White and gray.....	250	85.00
Wisconsin Washer.....	Agitator.....	6 sheets....	Aluminum.....		Gray and green.....	200	85.00
Prima Mfg. Co., Sidney, Ohio—General Sales Office 21st and Arch Sts., Philadelphia, Pa.							
Prima—Nevercrush.....	Submerged agitator.....	6 sheets....	Porcelain.....	Swinging reversible (Nevercrush).....	White.....	222	\$109.50
Agitator.....	Submerged agitator.....	6 sheets....	Porcelain.....	Swinging rever. 2½ in. rolls	White.....	200	79.50
Quickway.....	Submerged agitator.....	4 sheets....	Porcelain.....	Swinging rever., 2 in. rolls	Green or gray.....	190	59.50
Richmond Cedar Works, Richmond, Va.							
Majestic—L.....	Alum. agitator or dolly...		Vitreous enameled tub.....	Lovell swinging reversible, balloon rolls.....	Duco.....	185
Rite-Way Washing Machine Co., 638 Fourth St., San Francisco, Cal.							
Rite-Way.....	Duplex gyrator.....		Fits over any tub.....	Detachable.....		
Savage Arms Corp., Utica, N. Y.							
Savage.....	Spinner basket.....	10½ lbs. dry	Copper.....	None—centrifugal dryer.	Nickel and lacquered copper tank, aluminum.....	185	\$155.00
Savage.....	Spinner basket.....	10½ lb. dry	Galvanized iron.....	None—centrifugal.....	Painted cover and frame.....	185	130.00
Silvers Mfg. Co., Waterloo, Iowa							
Washer.....			Stainless steel tub, dryer consisting of rubber bag and metal tank.....				\$89.50
Sunny Day Klothes Kleaner Corp., 3609 Gratiot Ave., Detroit, Mich.							
Sunny Day—Klothes Kleaner.....	Agitator.....	50 lbs. dry.	Nickel copper.....	Swinging reversible.....	Robins egg blue duco.....	226	\$99.50
Swanson Washing Machine Mfg. Co., 7406 S. Ashland Ave., Chicago, Ill.							
Swan—27.....	Oscillating tub.....		Copper.....	Swinging reversible.....	Pearl lacquer.....	290	\$160.00
Swan Gyrator.....	Spun aluminum tub.....			Swinging reversible.....	Gray or green.....		99.50
Swan Gyrator.....	Nickle plated copper tub.....			Swinging reversible.....	Gray or green.....		69.50
Swan Gyrator.....	Submerged propeller agitator aluminum.....		Nickel copper.....	Swinging reversible.....	Gray or green.....	230	119.50
Syracuse Washing Machine Corp., Syracuse, N. Y.							
Easy—2U.....	Vacuum cup.....	6 double sheets	Porcelain enamel.....	None—centrifugal dryer in separate tank	Beige.....	237	\$165.00
2D.....	Agitator.....		Porcelain enamel.....		Beige.....	231	165.00
2W.....	Vacuum cup.....		Porcelain enamel.....		Beige.....	215	119.50
3F.....	Agitator.....	6 lbs. dry....	Porcelain enamel.....	Swinging reversible.....	French Green.....	172	69.50
*4F.....	Agitator.....	6 lbs. dry....	Porcelain enamel.....	Swinging reversible.....	Beige.....	190	99.50
*(Ironer attachments also available. See Ironer listing). ** (Sectional variations in price a/c freight, etc.)							
Thermos Washer Co., Perry, Iowa							
Kibby's Thermos.....	Gyrator 1 in. top.....	9 lbs.....	Thermos tub, triple nickel, copper.....	Semi-balloon.....	Enamel.....	225	\$59.50
Triplex Washing Machine Corp., 2403-2421 N. Oakley Ave., Chicago, Ill.							
Triplex—D.....	Submerged agita. alum..	7½ lbs. dry.	Nickel copper.....	None—centrifugal dryer in separate tank.....	White porcelain and nickel...	250	\$175.00
E.....	Extractor only.....	7½ lbs. dry.	Nickel copper.....	Centrifugal dryer.....	White porcelain and nickel...	130	100.00
Trojan Manufacturing Co., Erie, Pa.							
Trojan.....	Rotating vacuum cups...	6 sheets....	Copper tinned.....	Swinging reversible.....	French gray enamel and cop.	294	\$79.50
United Engine Co., Lansing, Mich.							
United—13.....	Dolly.....	6 sheets....	Wood.....	Swinging reversible.....	Natural.....		
12.....	Dolly.....	6 sheets ea.	2 tubs, wood.....	Swinging reversible.....	Natural.....		
United Supreme.....	Agitator.....	6 sheets ea.	Copper.....	Swinging reversible.....	Copper.....		
Vac-A-Tap Syndicate, Holland, Mich.							
Vac-A-Tap.....	Submerged impeller.....	8 lbs. dry....	Aluminum.....	Swinging rever. (Lovell)	Green lacquer.....	185	\$155.00
Voss Bros. Mfg. Co., Davenport, Iowa—(See Adv. Page 32-3)							
Voss-Floto-Plane—E-59.....		6 sheets....	Porcelain, Corrugated.....	Swinging wringer, Lovell rolls..	Light green.....	177	\$59.95
G59. Briggs Stratton gas engine		6 sheets....	Porcelain, Corrugated.....		Light green.....	244	99.95
Vulcan Mfg. Co., 2006 Wyandotte St., Kansas City, Mo.—(See Adv. Page 118)							
Faultless—K.....	Agitator.....	5 sheets....	Copper, outer tub steel.....	Swinging reversible.....	DuPont duco.....	180	*\$99.75
F.....	Agitator.....	6 sheets....	Cast aluminum.....	Swinging reversible.....	Tan and green.....	190	160.00
KP.....	Agitator.....	6 sheets....	Porcelain.....	Swinging reversible.....	Choice of color.....	180	89.50
L.....	Agitator.....	5 sheets....	Porcelain.....	Swinging reversible.....	Green.....	155	49.75
*With ironer attachment \$149.50.							
Whirldry Corp., The, New Haven, Conn.							
Whirldry—J.....	Oscillating basket.....	2½ lbs. a load	Galvanized metal.....	Centrifugal aluminum...	Lacquer.....	61½	\$49.50
DeLuxe.....	Oscillating basket.....		Copper nickel plated.....	Centrifugal aluminum...	Polished copper.....	61½	59.50

Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Westinghouse Electric & Mfg. Co., Mansfield, Ohio—(See Adv. Page 22-23-155)							
KS.....	Agitator wringer.....	6 lbs. dry...	Porcelain enamel.....	Swinging rever., standard Lovell.....	Beige with green trimmings...	228	\$99.50
KD.....	Agitator wringer.....	8 lbs. dry...	Porcelain enamel.....	Swinging rever., Deluxe Lovell.....	Beige with green trimmings...	210	124.50
MS.....	Agitator spinner.....	6 lbs. dry...	Porcelain enamel.....	None, centrifugal dryer..	Beige with green trimmings..	280	135.00
MD.....	Agitator spinner.....	8 lbs. dry...	Porcelain enamel.....	None, centrifugal dryer..	Beige with green trimmings..	220	165.00
H. E. Williamson Co., 5811 So. Riverside Drive, Los Angeles, Cal.							
California Maid.....	Revolving cylinder.....	6 sheets.....	Galvanized and copper.....	Swinging reversible.....	Gray.....	190	\$85.00
Electray.....	Tray, vacuum cup.....	4 sheets.....	Fits any wash tray.....	Swinging reversible.....	Gray.....	140	90.00
Woodrow Washing Machine Co., Pella, Iowa							
Woodrow—2.....	Floating disc.....	5 sheets.....	Wood.....	Swinging reversible.....	Natural.....	235	\$107.50
6.....	Floating disc.....	5 sheets ea.	2 tubs, wood.....	Swinging reversible.....	Natural.....	336	137.50
20.....	Vertical rotary oscil. tub.	5 sheets.....	Copper.....	Swinging reversible.....	Aluminum bronze.....	252	155.00
30.....	Agitator.....	Standard..	Rustless steel.....	Swinging reversible.....	Jade lacquer.....	191	79.50
40.....	Agitator.....	Standard..	Rustless steel.....	Swinging reversible.....	Ivory, lacquer.....	217	99.50
50.....	Agitator.....	Standard..	Rustless steel.....	Swinging reversible.....	Ivory, lacquer.....	197	69.50
(Lovell and Chamberlain wringers)							
Zenith Machine Co. (Formerly Hirschy Co., 259 So. First Ave., E. Duluth, Minn.)							
Zenith—E.....	Overhead agitator, rub-hands.....	60 lbs. per hr.	Heavy drawn aluminum.....	Swinging reversible split wringer	Spring green.....	266½	\$159.50
Zenith Maid—K.....	Bottom agitator.....	50 lbs. per hr.	Porcelain enamel.....	Zenith 2½ in. balloon roll split wringer.....	Orchid.....	215	109.50
Zenith Queen—S.....	Bottom agitator.....	50 lbs. per hr.	Porcelain enamel.....	Lovell pressure cleanser..	Green.....	230	79.75

Water Heaters

Trade Name and Model No.	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price		
Automatic Electric Heater Co., 1524 Race St., Philadelphia, Pa.									
1015.....	Storage.....	10 gal.....	1,500 single ele.	Automatic.....	Two-tone aluminum.....	195.....	\$110.00		
1030.....	Storage.....	10 gal.....	3,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	195.....	110.00		
3015.....	Storage.....	30 gal.....	1,500 d'ble ele.*	Automatic.....	Two-tone aluminum.....	345.....	132.50		
3030.....	Storage.....	30 gal.....	3,000 triple ele.	Automatic.....	Two-tone aluminum.....	345.....	132.50		
3050.....	Storage.....	30 gal.....	5,000 triple ele.	Automatic.....	Two-tone aluminum.....	345.....	135.00		
5015.....	Storage.....	50 gal.....	1,500 d'ble ele.*	Automatic.....	Two-tone aluminum.....	475.....	150.00		
5030.....	Storage.....	50 gal.....	3,000 triple ele.	Automatic.....	Two-tone aluminum.....	475.....	150.00		
5050.....	Storage.....	50 gal.....	5,000 triple ele.	Automatic.....	Two-tone aluminum.....	475.....	155.00		
7515.....	Storage.....	75 gal.....	1,500 d'ble ele.*	Automatic.....	Two-tone aluminum.....	550.....	180.00		
7530.....	Storage.....	75 gal.....	3,000 triple ele.	Automatic.....	Two-tone aluminum.....	550.....	180.00		
7550.....	Storage.....	75 gal.....	5,000 triple ele.	Automatic.....	Two-tone aluminum.....	550.....	185.00		
O3015.....	Storage.....	30 gal.....	1,500 d'ble ele.	Automatic.....	Two-tone aluminum.....	345.....	136.50		
O3020.....	Storage.....	30 gal.....	2,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	345.....	136.50		
O5015.....	Storage.....	50 gal.....	1,500 d'ble ele.	Automatic.....	Two-tone aluminum.....	475.....	154.00		
O5020.....	Storage.....	50 gal.....	2,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	475.....	154.00		
O7515.....	Storage.....	75 gal.....	1,500 d'ble ele.	Automatic.....	Two-tone aluminum.....	550.....	184.00		
O7520.....	Storage.....	75 gal.....	2,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	550.....	184.00		
P5015.....	Storage.....	50 gal.....	1,500 single ele.	Automatic.....	Two-tone aluminum.....	475.....	152.00		
P5030.....	Storage.....	50 gal.....	3,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	475.....	152.00		
P7515.....	Storage.....	75 gal.....	1,500 single ele.	Automatic.....	Two-tone aluminum.....	550.....	182.00		
P7530.....	Storage.....	75 gal.....	3,000 d'ble ele.	Automatic.....	Two-tone aluminum.....	550.....	182.00		
3115.....	Storage.....	5 gal.....	1,500 d'ble ele.	Automatic.....	Two-tone aluminum.....	90.....	72.50		
3130.....	Storage.....	5 gal.....	3,000 triple ele.	Automatic.....	Two-tone aluminum.....	90.....	72.50		
3150.....	Storage.....	5 gal.....	5,000 triple ele.	Automatic.....	Two-tone aluminum.....	90.....	72.50		
3415.....	Storage.....	2 gal.....	1,500 d'ble ele.	Automatic.....	Two-tone aluminum.....	67.....	65.00		
3430.....	Storage.....	2 gal.....	3,000 triple ele.	Automatic.....	Two-tone aluminum.....	67.....	65.00		
3450.....	Storage.....	2 gal.....	5,000 triple ele.	Automatic.....	Two-tone aluminum.....	67.....	65.00		
*Reserve element.									
Clark Electric Water Heater—Division of McGraw Electric Co., 5201 West 65th St., Chicago, Ill.									
Clark.....	Storage.....	3 gal.....	2 kw.....	Automatic or manual.....	Steel shell.....	73.....	\$72.00		
Clark.....	Storage.....	5 gal.....	3 kw.....	Automatic or manual.....	Steel shell.....	90.....	82.00		
Clark.....	Storage.....	10 gal.....	1-2-3 kw.....	Automatic or manual.....	Steel shell.....	150.....	110.00		
Clark.....	Storage.....	10 gal.....	5,000.....	Automatic or manual.....	Steel shell.....	150.....	112.00		
Clark.....	Storage.....	15 gal.....	5,000.....	Automatic or manual.....	Steel shell.....	210.....	120.00		
Clark.....	Storage.....	15 gal.....	1-2-3 kw.....	Automatic or manual.....	Steel shell.....	210.....	117.00		
Clark.....	Storage.....	20 gal.....	5,000*.....	Automatic or manual.....	Steel shell.....	225.....	131.00		
Clark.....	Storage.....	30 gal.....	2 kw.*.....	Automatic.....	Steel shell.....	345.....	131.00		
Clark.....	Storage.....	30 gal.....	3 kw.*.....	Automatic.....	Steel shell.....	345.....	136.00		
Clark.....	Storage.....	30 gal.....	5,000*.....	Automatic.....	Steel shell.....	345.....	141.00		
Clark.....	Storage.....	50 gal.....	2 kw.*.....	Automatic.....	Steel shell.....	435.....	159.00		
Clark.....	Storage.....	50 gal.....	3 kw.*.....	Automatic.....	Steel shell.....	435.....	162.00		
Clark.....	Storage.....	50 gal.....	5,000*.....	Automatic.....	Steel shell.....	435.....	165.00		
Clark.....	Storage.....	20 gal.....	3,000*.....	Automatic.....	Steel shell.....	280.....	133.25		
Clark.....	Storage.....	30 gal.....	1,000*.....	Automatic.....	Steel shell.....	345.....	131.00		
Clark.....	Storage.....	50 gal.....	1,000*.....	Automatic.....	Steel shell.....	435.....	156.00		
Clark.....	Storage.....	75 gal.....	1,000*.....	Automatic.....	Steel shell.....	700.....	177.00		
Clark.....	Storage.....	75 gal.....	5 kw.*.....	Automatic.....	Steel shell.....	700.....	180.00		
Clark.....	Storage.....	100 gal.....	2 kw.*.....	Automatic.....	Steel shell.....	920.....	192.00		
Clark.....	Storage.....	100 gal.....	3 kw.*.....	Automatic.....	Steel shell.....	920.....	195.00		
Clark.....	Storage.....	100 gal.....	5 kw.*.....	Automatic.....	Steel shell.....	920.....	198.00		
*Single or double circuit.									
(Resistance material: Chromel A, Nichrome IV)									
Duraelectric Corp., Pittsburgh, Pa.									
Duraelectric.....	Circulation.....	Side arm only.....	750.....	3-heat switch \$3 extra.....	Aluminum.....	400.....	\$160.00		
Duraelectric.....	Circulation.....	Side arm only.....	1,000.....	3-heat switch \$3 extra.....	Aluminum.....	500.....	160.00		
Duraelectric.....	Plain storage tank capacity above top unit	30 gal.....	1,000* 500†.....	White and gray.....	500.....	182.00			
Duraelectric.....			2,000* 1,000†.....	White and gray.....	500.....	182.00			
Duraelectric.....			1,000* 500†.....	White and gray.....	325.....	141.65			
Duraelectric.....			1,500* 500†.....	White and gray.....	325.....	141.65			
Duraelectric.....			1,000* 500†.....	White and gray.....	400.....	163.35			
Duraelectric.....			1,500* 500†.....	White and gray.....	400.....	163.35			
W38.....	100 gal.....	2,000* 2,000†.....	1,500* 750†.....	Gray.....	400.....	163.35			
W38.....			3,000* 3,000†.....	Gray.....	500.....	223.50			
*Upper. †Lower. Single Unit and Single Thermostat Models									
500.....									

Trade Name and Model No.	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
Edison General Electric Appliance Co.—Continued							
Hotpoint—W28...	Storage vertiflow...	10 gal.	1,000-2000; 3,000-5,000		White and nickel	210	117.00 120.00 123.00 126.00 138.00 143.00 150.00 153.00 158.00 165.00 170.00 177.00
W41...	Storage vertiflow...	18 gal.	1,500-3kw-5 kw		White and gray	300	150.00 153.00 158.00 165.00 170.00 177.00
W43...	Storage vertiflow...	30 gal.	1,700-3kw-5 kw		White and gray	400	150.00 153.00 158.00 165.00 170.00 177.00
W44...	Storage vertiflow...	50 gal.	1,700-3kw-5 kw		White and gray	500	150.00 153.00 158.00 165.00 170.00 177.00
W49...	Plain storage...	30 gal.	1,000		White and gray	315	120.00 120.00 120.00 120.00 120.00 120.00
W50...	Plain storage...	50 gal.	1,000		White and gray	385	140.00 140.00 140.00 140.00 140.00 140.00
W38...	Plain storage...	100 gal.	2,000 2,000 3,000		Gray	500	200.00 200.00 203.50
Idaho Farm Tank W5—Non-pressure	Plain storage...	15 gal.	1,000		Green	142	58.50
Electric Heater Corp., Bridgeport, Conn.							
Instantaneous Single Faucet	Instantaneous single faucet	No tank	6.6 kw.	Faucet	Nickel	22	\$60.00
Instantaneous 4 faucet	Multiple faucet medium size	No tank	11 kw.	Automatic	Gray	65	200.00
Instantaneous Large Home	Multiple faucet large size	No tank	16.5 kw.	Automatic	Gray	85	250.00
Hubbell Tank	Storage	2 to 50 gal.	750-3,000 kw.	Automatic mercury	Gray and green enamel	90-520	65.00 to 160.00
*Water per hour minimum, according to size. †Water per hour maximum, according to size.							
Electromatic Mfg. Co., 133 Kossuth St., Newark, N. J.							
Electromatic		18 gal.	1,000-3,000*	Automatic	White, pea green, gray	300	\$135.00
Electromatic		30 gal.	1,000-3,000*	Automatic	White, pea green, gray	400	165.00
		50 gal.	1,000-3,000*	Automatic	White, pea green, gray	600	210.00
		100 gal.	1,000-3,000*	Automatic	White, pea green, gray	900	280.00
*(110-220 v.—ac. or dc.)							
Everhot Electric & Mfg. Co., 116 Llewellyn St., Los Angeles, Cal.							
Everhot—B...	Storage insert	Heater only	750 or 1,000	Auto. temp. \$21 extra			\$20.00
B...	Storage insert	Heater only	1,000				21.00
B...	Storage insert	Heater only	1,500 or 2,000	Auto. temp. \$21 extra			22.00
I...	Circulation	Side arm only	2,000		Insulated		23.00
I...	Circulation	Side arm only	1,500 or 2,000		Insulated		43.00
I...	Circulation	Side arm only	2,000		Insulated		44.00
I...	Circulation	Side arm only	3,000 or 4,000	Semi auto. temp., full auto. \$5 extra	Insulated		46.00
I...	Circulation	Side arm only	4,000		Insulated		50.00
I...	Circulation	Side arm only	5,000 or 6,000		Insulated		52.00
L...	Storage	5 or 10 gal.	650	Automatic temperature	Insulated	90, 110	57.00
L...	Storage	10 gal.		Automatic temperature	Insulated		70.00
L...	Storage	5 or 10 gal.	1,000	Automatic temperature	Insulated	90, 110	80.00
L...	Storage	10 gal.		Automatic temperature	Insulated		82.00
L...	Storage	5 or 10 gal.	1,500	Automatic temperature	Insulated	90, 110	85.00
L...	Storage	10 gal.		Automatic temperature	Insulated		85.00
L...	Storage	5 or 10 gal.	2,000	Automatic temperature	Insulated	90, 110	87.00
L...	Storage	10 gal.		Automatic temperature	Insulated		87.00
L...	Storage	5 or 10 gal.	3,000	Automatic temperature	Insulated	90, 110	88.00
U...	Circulation	18, 24, 32, 40 gal.	2,000 up	Sei-auto. temperature	Insulated	325, 350, 400, 450	92.00
UD...	Circulation	18, 32, 82, 120 gal	2,000 up	Automatic temperature	Insulated	325, 400, 800, 1,000	122.00 to 158.00 127.00 to 387.00
Florence Stove Co., Kankakee, Ill.							
Weeks—17...	Circulation	Side arm only for 12 gal. tank	1,000	3-heat switch*	Black enamel	38	\$43.00
27...	Circulation	Side arm only for 20 gal. tank	2,000	3-heat switch*	Black enamel	38	43.00
37...	Circulation	Side arm only for 30 gal. tank	3,000	3-heat switch*	Black enamel	38	43.00
*Thermostatic control optional \$15.00 extra.							
Fort Wayne Engineering & Manufacturing Co., Fort Wayne, Ind.							
Paul, A...	Storage	18 gal.	3,000	Thermostat (Resistance material: Chromel A)	Lacquer	230	\$125.00
Gas and Electric Heater Co., LaPorte, Ind.							
Invincible—20...	Storage	20 gal.	3,000	Automatic temperature	Green	175	\$117.50
35...	Storage	35 gal.	3,000	Automatic temperature	Green	250	140.00
50...	Storage	50 gal.	3,000	Automatic temperature	Green	370	225.00
Gem—15...	Storage	15 gal.	3,000; 4,000	None	Green	100	57.50
20...	Storage	20 gal.	3,000; 4,000	None	Green	115	70.00
Red Arrow...	Tank	None	Up to 5,000	None	Galvanized	60	40.00
Hall Electric Heating Company, Inc., 1429 Walnut St., Philadelphia, Pa.							
Hallmark W H (with Mixing Valve)							
WH—30...	Storage	30 gal.	1,000-1,500*	Automatic	Galvanized steel	460	
WH—30...	Storage	30 gal.	2,000-3,000†	Automatic	Galvanized steel	460	
WH—50...	Storage	50 gal.	1,000-2,000*	Automatic	Galvanized steel	600	
WH—50...	Storage	50 gal.	2,000-4,000†	Automatic	Galvanized steel	600	
WH—80...	Storage	80 gal.	2,000-3,000*	Automatic	Galvanized steel	780	
WH—80...	Storage	80 gal.	4,000-6,000†	Automatic	Galvanized steel	780	
Hallmark W38 (with Mixing Valve)							
W38...	Storage	100 gal.	2,000-3,000*	Automatic	Galvanized steel	500	
*Single element. †Double element.							
Hynes & Cox Elec. Corp., 406 N. Pearl St., Albany, N. Y.							
Red Crown—A10...	Storage	5 gal.	1,000	Automatic temperature	White enamel with gray trim, insulated	108	\$67.50
D10...	Storage	15 gal.	1,000	Automatic temperature		232	114.50

Water Heaters—Continued

Appliance

Trade Name and Model No.	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
Hynes & Cox Elec. Corp.—(Continued)							
Red Crown							
Duo-stat—D2010...	Storage.....	15 gal.....	2,000.....	Automatic temperature.....	White enamel with gray trim, insulated	232.....	\$123.00
B1050...	Storage.....	30 gal.....	1,000.....	Automatic temperature.....		368.....	150.00
B1550...	Storage.....	30 gal.....	1,500.....	Automatic temperature.....		368.....	150.00
B2010...	Storage.....	30 gal.....	2,000.....	Automatic temperature.....		368.....	150.00
B3015...	Storage.....	30 gal.....	3,000.....	Automatic temperature.....		368.....	164.00
B4020...	Storage.....	30 gal.....	4,000.....	Automatic temperature.....		368.....	164.00
C1050...	Storage.....	60 gal.....	1,000.....	Automatic temperature.....		618.....	176.00
C1550...	Storage.....	60 gal.....	1,500.....	Automatic temperature.....		618.....	176.00
C2010...	Storage.....	60 gal.....	2,000.....	Automatic temperature.....		618.....	190.00
C3015...	Storage.....	60 gal.....	3,000.....	Automatic temperature.....		618.....	190.00
C4020...	Storage.....	60 gal.....	4,000.....	Automatic temperature.....		618.....	190.00
Red Crown	Auto. adjustable...			Mixing valve for off peak service.....		7.....	12.00
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.							
L & H Electric							
1102.....	Circulation.....	Side arm only.....	2,000.....	Automatic temperature.....	Gray lacquer.....	25.....	
1103.....	Circulation.....	Side arm only.....	3,000.....	Automatic temperature.....	Gray lacquer.....	25.....	
1122.....	Circulation.....	Side arm only.....	2,000.....	Automatic temperature.....	Gray lacquer.....	25.....	
1123.....	Circulation.....	Side arm only.....	3,000.....	Automatic temperature.....	Gray lacquer.....	25.....	
1125.....	Circulation.....	Side arm only.....	5,000.....	Automatic temperature.....	Gray lacquer.....	25.....	
1002.....	Circulation.....	Side arm only.....	2,000.....	Non-automatic.....	Gray lacquer.....	25.....	
1003.....	Circulation.....	Side arm only.....	3,000.....	Non-automatic.....	Gray lacquer.....	25.....	
1022.....	Circulation.....	Side arm only.....	2,000.....	Non-automatic.....	Gray lacquer.....	25.....	
1023.....	Circulation.....	Side arm only.....	3,000.....	Non-automatic.....	Gray lacquer.....	25.....	
1025.....	Circulation.....	Side arm only.....	5,000.....	Non-automatic.....	Gray lacquer.....	25.....	
1007.....	Storage insert.....	Heater only.....	750.....	Non-automatic.....		3.....	
1011.....	Storage insert.....	Heater only.....	1,000.....	Non-automatic.....		3.....	
1027.....	Storage insert.....	Heater only.....	750.....	Non-automatic.....		3.....	
1021.....	Storage insert.....	Heater only.....	1,000.....	Non-automatic.....		3.....	
1210.....	Storage.....	10 gal.....	1,250.....	Automatic temperature.....	Nile green.....	158.....	
1225.....	Storage.....	25 gal.....	3,000.....	Automatic temperature.....	Nile green.....	289.....	
1253.....	Storage.....	53 gal.....	3,000.....	Automatic temperature.....	Nile green.....	445.....	
1253D.....	Duplex.....	25 gal.....	3,000* 2,000†	Automatic with dual controls			
1253D.....	Duplex.....	53 gal.....	3,000* 2,000†	Automatic with dual controls			
*Top. †Bottom.				(Resistance material: Chromel A)			
Malleable Iron Range Co., Beaver Dam, Wis.							
Monarch.....	Storage.....				Duco enamel.....		
Monarch.....	Circulating.....				Duco enamel.....		
Oakes Mfg. Co., Tipton, Ind.							
50A—Griddle.....		5-8 gal.....	35-100.....	3-heat switch.....	Galvanized.....	6.....	\$3.00
Paramount Heating & Mfg. Co., 600 Harrison St., Seattle, Wash.							
Coppersert—C6.....	Storage insert.....	Heater only.....	600.....	None.....		10.....	\$18.00
C7.....	Storage insert.....	Heater only.....	750.....	None.....		10.....	20.00
C10.....	Storage insert.....	Heater only.....	1,000.....	None.....		10.....	22.00
C15.....	Storage insert.....	Heater only.....	1,500.....	None.....		10.....	24.00
C20.....	Storage insert.....	Heater only.....	2,000.....	None.....		10.....	25.00
6W21.....	Circulation.....		600.....			9.....	Non-Auto 28.50
7W21.....	Circulation.....		750.....			9.....	Auto 28.50
10W21.....	Circulation.....		1,000.....			9.....	13.50 28.50
15W21.....	Circulation.....		1,500.....			14.....	13.50 28.50
20W21.....	Circulation.....		2,000.....			14.....	22.50 37.50
25W22.....	Circulation.....		2,500-3,000.....				24.00 39.00
35W22.....	Circulation.....		3,500.....				25.00 40.00
40W22.....	Circulation.....		4,000.....				25.00 40.00
45W22.....	Circulation.....		4,500.....				25.00 40.00
50W22.....	Circulation.....		5,000.....				35.00 50.00
							40.00—55.00
Philadelphia Elec. & Mfg. Co., 1228-36 North 31st St., Philadelphia, Pa.							
Pemco Duplex							
R18.....	Storage.....	18 gal.....	625-2,500.....	Automatic thermostat.....	Two-tone green lacquer.....	250.....	
R30.....	Storage.....	30 gal.....	625-2,500.....	Automatic thermostat.....	Two-tone green lacquer.....	350.....	
R45.....	Storage.....	45 gal.....	625-2,500.....	Automatic thermostat.....	Two-tone green lacquer.....	475.....	
R80.....	Storage.....	80 gal.....	625-2,500.....	Automatic thermostat.....	Two-tone green lacquer.....	650.....	
RT48.....	Storage.....	45 gal.....	1,250-5,000.....	Automatic.....	Two-tone green lacquer.....	495.....	
RT88.....	Storage.....	80 gal.....	1,250-5,000.....	Automatic.....	Two-tone green lacquer.....	675.....	
Pemco Taper T							
TA310.....	Storage.....	30 gal.....	1,000.....	Automatic.....	Two-tone green lacquer.....	350.....	
TA312.....	Storage.....	30 gal.....	1,250.....	Automatic.....	Two-tone green lacquer.....	350.....	
TA318.....	Storage.....	30 gal.....	1,800.....	Automatic.....	Two-tone green lacquer.....	350.....	
TA320.....	Storage.....	30 gal.....	2,000.....	Automatic.....	Two-tone green lacquer.....	350.....	
TA325.....	Storage.....	30 gal.....	2,500.....	Automatic.....	Two-tone green lacquer.....	350.....	
TA510.....	Storage.....	50 gal.....	1,000.....	Automatic.....	Two-tone green lacquer.....	520.....	
TA512.....	Storage.....	50 gal.....	1,250.....	Automatic.....	Two-tone green lacquer.....	520.....	
TA518.....	Storage.....	50 gal.....	1,800.....	Automatic.....	Two-tone green lacquer.....	520.....	
TA520.....	Storage.....	50 gal.....	2,000.....	Automatic.....	Two-tone green lacquer.....	520.....	
TA525.....	Storage.....	50 gal.....	2,500.....	Automatic.....	Two-tone green lacquer.....	520.....	
TB518.....	Storage.....	50 gal.....	900* 900†	Automatic.....	Two-tone green lacquer.....	525.....	
TB520.....	Storage.....	50 gal.....	1,000* 1,000†	Automatic.....	Two-tone green lacquer.....	525.....	
TB525.....	Storage.....	50 gal.....	1,250* 1,250†	Automatic.....	Two-tone green lacquer.....	525.....	
TB527.....	Storage.....	50 gal.....	900* 1,800†	Automatic.....	Two-tone green lacquer.....	525.....	
TB530.....	Storage.....	50 gal.....	1,000* 2,000†	Automatic.....	Two-tone green lacquer.....	525.....	
TB536.....	Storage.....	50 gal.....	1,800* 1,800†	Automatic.....	Two-tone green lacquer.....	525.....	
TB537.....	Storage.....	50 gal.....	1,250* 1,250†	Automatic.....	Two-tone green lacquer.....	525.....	
TB540.....	Storage.....	50 gal.....	2,000* 2,000†	Automatic.....	Two-tone green lacquer.....	525.....	
TB550.....	Storage.....	50 gal.....	2,500* 2,500†	Automatic.....	Two-tone green lacquer.....	525.....	
TB825.....	Storage.....	80 gal.....	1,250* 1,250†	Automatic.....	Two-tone green lacquer.....	700.....	
TB836.....	Storage.....	80 gal.....	1,800* 1,800†	Automatic.....	Two-tone green lacquer.....	700.....	
TB850.....	Storage.....	80 gal.....	2,500* 2,500†	Automatic.....	Two-tone green lacquer.....	700.....	
*Top. †Bottom.							
Safety Water Heater Co., Factory—2234 Fullerton Ave., Chicago, Ill. Home Office—225 Marion St. Oak Park, Ill.							
Radke Little Brute	Storage.....	10 gal*.....	1,500.....	Automatic temperature.....	Gray enamel insulated.....	150.....	\$100.00
			(220 v.).....				125.00
Radke.....	Storage.....	15 gal*.....	1,500.....	Automatic temperature.....	Gray enamel insulated.....	307.....	150.00
			(220 v.).....				178.00
Radke.....	Storage.....	24 gal*.....	1,500 (220 v.).....	Automatic temperature.....	Gray enamel insulated.....	320.....	200.00
Radke.....	Storage.....	40 gal.....	(220 v.).....	Automatic temperature.....	Gray enamel insulated.....		225.00
Radke.....	Storage.....	60 gal.....	(220 v.).....	Automatic temperature.....	Gray enamel insulated.....		250.00
*3,000 watts when equipped with 220 volts.							
Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio							
Standard—C66.....	Circulation.....	6 gal.....	660.....	1-heat switch.....	Gray and black.....	60 net.....	\$36.00
C136.....	Circulation.....	6 gal.....	1,320.....	3-heat switch.....	Gray and black.....	70 net.....	44.00
C68.....	Circulation.....	8 gal.....	660.....	1-heat switch.....	Gray and black.....	68 net.....	39.00
C138.....	Circulation.....	8 gal.....	1,320.....	3-heat switch.....	Gray and black.....	80 net.....	47.00

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Water Heaters—Continued

Trade Name and Model No.	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
Standard Electric Stove Co.—Continued							
C268...	Circulation...	8 gal.	2,640	3-heat switch	Gray and black	90 net	72.00
C1312...	Circulation...	12 gal.	1,320	3-heat switch	Gray and black	90 net	53.00
C2612...	Circulation...	12 gal.	2,640	3-heat switch	Gray and black	100 net	78.00
C6...	Circulation...	Side arm only for 8 gal. tank	660	1-heat switch	Black	28 net	16.00
C13...	Circulation...	Side arm only for 15 gal. tanks	1,320	3-heat switch	Black	32 net	26.00
C26...	Circulation...	Side arm only for 30 gal. tanks	2,640	3-heat switch	Black	50 net	47.00
C39...	Circulation...	Side arm only for 90 gal. tanks	3,960	3-heat switch	Black	60 net	62.00
CA26...	Circulation...	Side arm only	2,640	Automatic	Black enamel	120 net	80.00
CA2612	Combined...	12 gal.	2,640	Automatic heater			108.00
2618...	Storage...	18 gal.	1,600-2,000	Automatic	Gray	345 gr.	145.00
(Resistance Material: Chromel A, Nichrome IV)							
Strauss Mfg. Co., 129 Barstow St., Waukesha, Wis.							
CSA-1...	Circulating...	Side arm only	3,000-5,000	Automatic temperature	Brass	55	\$88.50
SA-12A...	Storage...	12 gal.	1,000-5,000	Automatic temperature	Lacquer	210	125.00
18A...	Storage...	18 gal.	1,000-5,000	Automatic temperature	Lacquer	250	135.00
30A...	Storage...	30 gal.	1,000-5,000	Automatic temperature	Lacquer	350	160.00
50A...	Storage...	50 gal.	1,000-5,000	Automatic temperature	Lacquer	450	185.00
NA-12A...	Storage...	12 gal.	1,000-5,000	Manual	Lacquer		65.00
OT-6A...	Storage...	5 gal.	1,000-2,500	Manual	Lacquer		59.00
Summit Mfg. Co., 908 American Bank Bldg., Davenport, Iowa—1755 Broadway, New York, N. Y.							
C-1N...	Storage...	3 pint.	900	Mercurioid	White	17	\$29.50
1F...	Storage...	3 pint.	900	Mercurioid	White	17	29.50
3G...	Storage...	3 gal.	900	Mercurioid	White	66	49.50
3G...	Storage...	3 gal.	1,200	Mercurioid	White	66	47.50
5G...	Storage...	5 gal.	900	Mercurioid	White	80	59.50
5G...	Storage...	5 gal.	1,200	Mercurioid	White	80	67.50
5G...	Storage...	5 gal.	3,000	Mercurioid	White	80	69.50
12G...	Storage...	12 gal.	900	Mercurioid	Gray	122	69.50
12G...	Storage...	12 gal.	1,200	Mercurioid	Gray	122	77.50
12G...	Storage...	12 gal.	3,000	Mercurioid	White	122	79.50
6G...	Storage...	6 gal.	900	Mercurioid	White	86	49.50
20G...	Storage...	20 gal.	1,000-1,500-3,000	Mercurioid	Gray	283	89.50
53...	Storage...	20 gal.	1,000-2,000-3,000	Mercurioid	Gray	364	109.50
Thermogray Co., Jefferson, Iowa							
Thermogray...	Storage...	42-148 gal.	600-5,000	Automatic temperature	Pyroxylin gray	300-500	\$112.50-175.00
The Voltex Generator Co., 476 7th St., Brooklyn, N. Y.							
Voltex-3A...	Induction...	30 gal.	5,000	Automatic temperature	Duco finish	460	\$180.00-390.00
Walker, Pratt Mfg. Co., Boston, Mass.							
H-12...	Circulation...	Side arm only	1,200	Non-automatic	Polished brass		\$45.00
12S...	Circulation...	Side arm only	1,200	Automatic	Polished brass		75.00
24...	Circulation...	Side arm only	2,400	Non-automatic	Polished brass		55.00
24S...	Circulation...	Side arm only	2,400	Automatic	Polished brass		85.00
48...	Circulation...	Side arm only	4,800	Non-automatic	Polished brass		75.00
48D...	Circulation...	Side arm only	4,800	Automatic	Polished brass		105.00
72...	Circulation...	Side arm only	7,200	Non-automatic	Polished brass		100.00
72D...	Circulation...	Side arm only	7,200	Automatic	Polished brass		130.00
West, Inc., 390 First St., San Francisco, Cal.							
West-30-3...	Circulation, 3 gal. auxiliary storage	Side arm with valve	3,000	Automatic temperature	Gray insulated	75	\$75.00
50-3...	Circulation...	Side arm	5,000	Automatic temperature	Gray insulated	75	75.00
100...	Circulation...	Side arm	10,000	Automatic temperature	Gray insulated	75	120.00
70...	Circulation...	Side arm	7,000	Automatic temperature	Gray insulated	65	95.00
60...	Circulation...	Side arm only	6,000	Automatic temperature	Gray insulated	55	75.00
50...	Circulation...	Side arm only	5,000	Automatic temperature	Gray insulated	45	55.00
30...	Circulation...	Side arm only	3,000	Automatic temperature	Gray insulated	45	50.00
20...	Circulation...	Side arm only	2,000	Automatic temperature	Gray insulated	40	45.00
10...	Circulation...	Side arm only	1,000	Automatic temperature	Gray insulated	35	42.50
7½...	Circulation...	Side arm only	750	Automatic temperature	Gray insulated	35	41.50
2...	Storage...	2 gal.	660	Automatic temperature	Gray insulated		65.00
4...	Storage...	4 gal.	660-1,000	Automatic temperature	Gray insulated		75.00
6...	Storage...	6 gal.	660-2,000	Automatic temperature	Gray insulated		85.00
OC-10-50...	External circulation storage	10 gal.	5,000 or less	Automatic temperature	Gray insulated	250	110.00
OC-18-50...	External circulation storage	18 gal.	5,000 or less	Automatic temperature	Gray insulated	290	120.00
OC-24-50...	External circulation storage	24 gal.	5,000 or less	Automatic temperature	Gray insulated	335	130.00
OC-32-50...	External circulation storage	32 gal.	5,000 or less	Automatic temperature	Gray insulated	375	140.00
OC-42-50...	External circulation storage	42 gal.	5,000 or less	Automatic temperature	Gray insulated	435	150.00
OC-52-50...	External circulation storage	52 gal.	5,000 or less	Automatic temperature	Gray insulated	490	175.00
Limitator valve—\$20 extra, provides for the maintenance of one-quarter, one-half or the entire tank continuously hot. All prices f.o.b. factory.							
D. D. Wessels and Sons Company, 1625 East Euclid Ave., Detroit							
Wessels...	M...	Side arm only	3,000	Non-automatic	Gray enamel	75	\$38.00
Wessels...	M...	Side arm only	5,000	Non-automatic	Gray enamel	75	43.00
Wessels...	T...	Side arm only	3,000	Semi-automatic	Gray enamel	80	78.00
Wessels...	A...	Side arm only	3,000	Automatic temperature	Gray enamel	85	93.00
Wessels...	A...	20 gal. only	3,000	Automatic temperature	Gray enamel	265	140.00
Wessels...	A...	30 gal. only	3,000	Automatic temperature	Gray enamel	300	170.00
Wessels...	A...	42 gal. only	3,000	Automatic temperature	Gray enamel	500	215.00
Wessels...	A...	42 gal. only	6,000	Automatic temperature	Gray enamel	550	240.00
Wessels...	A...	66 gal. only	6,000	Automatic temperature	Gray enamel	750	260.00
Wessels...	A...	82 gal. only	6,000	Automatic temperature	Gray enamel	940	300.00
Westinghouse Electric & Mfg. Co., Domestic Appliance Dept., Mansfield, Ohio. See adv. pp. 22-3, 155							
Automatic							
WC-124-128...	Storage...	10 gal.	3,000	Automatic temperature	Gray lacquer	175	\$95.00
WC-148...	Storage...	10 gal.	5,000	Automatic temperature	Gray lacquer	175	98.00
Adjustomatic							
WT-34-38...	Storage continuous	18 gal.	3,000	Automatic adjustable temp.	Gray lacquer, nickel trim	308	140.00
WT-58...	Storage continuous	18 gal.	5,000	Automatic adjustable temp.	Gray lacquer, nickel trim	308	143.00
Auto. Single Temp.							
WT-134-138...	Storage continuous	18 gal.	3,000	Automatic temperature	Gray lacquer, nickel trim	308	125.00
WT-158...	Storage continuous	18 gal.	5,000	Automatic temperature	Gray lacquer, nickel trim	308	128.00
Adaptomatic							
WC-514-518...	Storage continuous	30 gal.	1,000* 1,000†	Automatic temperature	Gray lacquer	350	142.00
WC-524-528...	Storage continuous	30 gal.	1,500* 1,000†	Automatic temperature	Gray lacquer	350	142.00
Automatic							
WC-414-418...	Storage continuous	30 gal.	1,500	Automatic temperature	Gray lacquer	345	120.00
WC-424-428...	Storage continuous	30 gal.	2,000	Automatic temperature	Gray lacquer	345	120.00
Adaptomatic							
WC-714-718...	Storage continuous	52 gal.	1,000* 1,000†	Automatic temperature	Gray lacquer	465	164.00
WC-724-728...	Storage continuous	52 gal.	1,500* 1,000†	Automatic temperature	Gray lacquer	465	164.00

Trade Name and Model No.	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price				
Westinghouse Elec. & Mfg. Co.—Continued											
Automatic											
WC-614-618...	Storage continuous.	52 gal.	1,500	Automatic temperature	Gray lacquer	460	\$138.00				
WC-624-628...	Storage continuous.	52 gal.	2,000	Automatic temperature	Gray lacquer	460	138.00				
WC-808...	Storage	80 gal.	3,000	Automatic temperature	Gray lacquer	605	175.00				
Adaptomatic WC-858...	Storage	80 gal.	4,500	Automatic temperature	Gray lacquer	605	195.00				
Adaptomatic WC-958...	Storage continuous.	100 gal.	4,500	Automatic temperature	Gray lacquer	605	190.00				
Automatic WC-908...	Storage continuous.	100 gal.	3,000	Automatic temperature	Gray lacquer	605	210.00				
Automatic											
CA-24-28...	Circulation	Side arm only	2,000	3-heat switch with automatic temperature	Nickel plated	35	42.00				
CA-44-48...	Circulation	Side arm only	3,000		Nickel plated	38	45.00				
CA-88...	Circulation	Side arm only	5,000		Nickel plated	47	48.00				
CX-214-218...	Circulation	Side arm	2,000	3-heat switch	Black	22	29.00				
CX-234-238...	Immersion	Insert	2,000	None	Nickel plated	6	15.00				
Non-Automatic											
CX-4-8...	Circulation	Side arm	2,500	3-heat switch	Black	24	32.00				
CX-24-28...	Immersion	Insert	2,500	None	Nickel plated	7	17.00				
CX-64-68...	Circulation	Side arm	3,500	3-heat switch	Black	25	34.00				
CX-84-88...	Immersion	Insert	3,500	None	Nickel plated	9	19.00				
CX-128...	Circulation	Side arm	4,500	3-heat switch	Black	30	39.00				
CX-148...	Immersion	Insert	4,500	None	Nickel plated	9	21.00				
CX-188...	Circulation	Side arm	6,000	3-heat switch	Black	35	39.00				
CX-208...	Immersion	Insert	6,000	None	Nickel plated	12	26.00				
DX-104-108...	Immersion	Insert	600	1-heat switch	Black	5	10.50				
DX-114-118...	Immersion	Insert	750	1-heat switch	Black	5	10.50				
DX-124-128...	Immersion	Insert	1,000	1-heat switch	Black	5	10.50				
Automatic SA-23-26...	Strap-on	All 12 in. diam.	1,000	{ Single heat switch automatic temperature	Natural iron	19	24.25				
(Asbestos tank cover for SA unit, \$15). *Top. †Bottom.											
Storage heaters available with copper tank and brass fittings).											

(Resistance Material Coroz)

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This Appliance Index Number

ELECTRICAL MERCHANDISING gives in one handy issue, a complete reference guide to household electrical appliances. On page 51 you will find a list of the various appliances, together with the numbers of the pages on which appear the various listings and specifications.

Notice that trade names of appliances are given in the left hand column of each listing. Notice that in many cases, beneath the manufacturers' name reference is made to advertisements of these manufacturers, printed in the advertising pages of this issue. Additional information about many of the appliances, together with addresses of branch offices and other useful data are to be found published in these advertisements, which should be consulted whenever the listings are used.

Unfortunately, in spite of our effort to make the listings complete, some manufacturers were not able to give

us complete prices and specifications on their appliances as this issue was going to press. These manufacturers will gladly, thru their main or branch offices, answer inquiries on their products.

Radio receivers, radio tubes and other allied home entertainment merchandise, due to limitations of space in *Electrical Merchandising's* Appliance Index Number, are not listed. Complete specifications will, however, be found in the October "Specifications Number" of our allied publication, *Radio Retailing*.

Perusal of the "New Merchandise" section and the advertising pages of succeeding issues of *Electrical Merchandising* will keep the reader informed of new appliances and merchandise which manufacturers bring out, together with price changes and other necessary buying information.

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